

digit *FastTrack*

YOUR HANDY GUIDE TO EVERYDAY TECHNOLOGY

TO **FACEBOOK AND GOOGLE+**



GOOGLE+

Overview

Basic features

For mobiles

Extra features

Tricks you must know

FACEBOOK

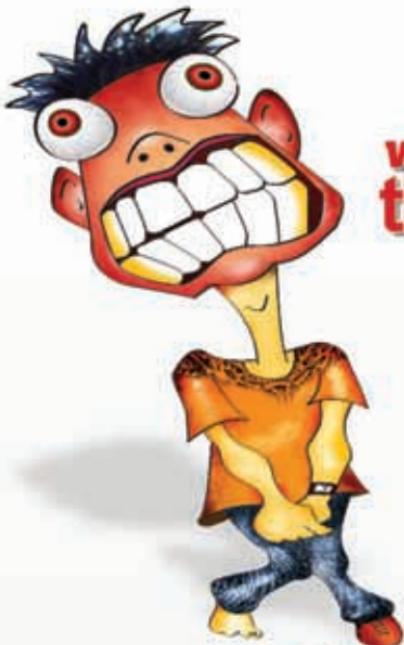
Basic features

For business

Privacy

Safety

Tips



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FACEBOOK AND GOOGLE+

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FACEBOOK AND GOOGLE+

AUGUST 2011

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INTRODUCTION

Since its inception in February 2004, Facebook has precisely lived up to its mission of “Giving people the power to share and make the world more open and connected.” With more than 750 million active users among which 50 per cent of them are logged on to Facebook at any given day, people spend over 700 billion minutes per month on Facebook. Superbly packed with over 900 million objects (pages, events, groups and more) that people interact with, it is available in more than 70 languages!

Facebook has been rapidly growing since 2004. The disputed origins of Facebook were made public with the movie – The Social Network-A chronicle of the founding of Facebook. The young Facebook was neat and simple with almost no features at all. You could create a profile with your picture, information and your interests, add people as friends and view profiles of others who were on Facebook at that time. But the web site was addictive even back then and Harvard students spent hours just browsing each other’s profiles on Facebook.

While evolving into a more matured product on a global scale, Facebook added a lot of interesting stuff to its feature list including Groups and Wall late in 2004; Photos in 2005; Notes, Development platform, News feed and Share in 2006; Virtual Gifts, Marketplace application, Facebook platform for Mobile and Facebook Ads in 2007; Chat and Updated Privacy controls in 2008; the Like feature in 2009; Questions and Places in 2010; Deals in 2011 and many more! And so from ugly dotted borders to a neat user-friendly interface, Facebook became most popular social networking site of the world. So if you are not on Facebook, you’re probably missing a lot of sense. More than half a billion people use Facebook.

Having said that, Google, after trying out Wave and Buzz and failing at it, made another attempt to grab a larger piece of the pie in social networking. The result is Google+. People, who viewed the interface of Google+ and the way it works, consider it as a clone of Facebook. Some say, it's not a social networking site at all and some just don't understand it. So, what exactly is Google+? Is it the "Facebook Killer" as people call it?

The answer is: Google+ is not just a standalone application but rather an integrated social platform, sharing across all Google services (Search, Gmail, YouTube, Android phones, Google toolbar, etc). Ever felt the need of an integrating platform for all the services that Google provides?

Google seems to have looked into what led to their failure with previous experiments and what led to their competitor's success and then built a product on the competitor's weaknesses combined with its own strengths.

Google+ boasts of having unique and special features which they say makes it distinctive. Let's have a deeper look at Google+ and see if it's worth migrating from Facebook or other social networks, or are these services here to have a distinct identity of their own? 

GETTING STARTED

As figures indicate, Facebook is the most popular social networking platform on the internet. To get started, you need to do is fill in your details and validate your email...

Facebook makes it easy for you to join, and enjoy from the word go. Fill in your profile information, including the name of your school, and company. You'll be asked to upload a profile picture or take a snapshot from your web cam. Take a snapshot using your web camera. Complete the sign-up by activating the account through your email. That's it. You'll find your friends who're already on Facebook by using your Gmail, Yahoo!, and Rediff email addresses.

Creating your profile

A Profile is one of the most basic feature of Facebook. After you login to your account, click on Profile on the right hand side of the top bar. Click on Edit Profile under your name.

► **Basic Info & Picture:** Once you are in the edit profile zone you can fill in your profile information. The first tab includes basic information and is easy to fill. Next is profile picture. Here you can change or edit the thumbnail to adjust how your picture is shown across the web site.



The Create Profile Section

► **Friends & Family:** Here you can mention your relationship status, or add your family members who are on Facebook. You can also create a list called featured friends who are among the dearer of the lot. To do this, click on “Create New List” and give it a name.

You can also add a group to your featured friend list by clicking on the option “Add an existing list or group” and select the group or friend list. If you haven’t joined a group or created a group yet, you can do this later.

These featured friends show up on your profile page as shown below.

► **Other Options:** Your Facebook profile is your representation on the web, so take time to fill in your profile details. Add your schooling and work info under the tab “Education and Work”. Similarly, add your views and leanings in the tab “Philosophy”. Add your interests and favourites in the options under “Arts and Entertainment”, “Sports” and “Activities and Interests”. Take time to fill in this information. **d**

BASIC FEATURES

After you've created your profile, it's time to expand your list of acquaintances, friends and family. Besides, privacy and security is important too

Friends

Facebook gives you absolute control over managing your friend list. On the Friends page, you can access options to configure settings related to your friends. Simply click on "Friends" in the left sidebar on the home page. Here, you can categorise your friends. It also shows pending friend requests that you received and didn't approve. It also shows an option to import contacts from various services such as Yahoo!, Sify, Skype and many more. The Friends page also suggests people you may know who you could add as friends.

- ▶ **Managing your Friend List:** A Friend List is an excellent way of organising your friends and use custom privacy settings. Also, this comes in handy if you want to send bulk messages, and filter stories in the News Feed.
- ▶ **Creating a new friend list:** To create a new friend list, go to the Friends page and click on the "Manage Friend List" tab. Now click on "Create a List" at the top right corner of the page. Depending on whether they

The Friends Page View

were your schoolmates, college friends or office colleagues, you could segregate them accordingly. If you have two or more friend lists, you can add/remove friends from these lists using the “Edit List” menu that appears in front of the page of each friend.

- ▶ **Adding Friends:** Just Search for your friend’s profile using the search bar at the top the page and find the people you know. Click on the “Add as a Friend” link to the right of their profile name. Once they confirm that they actually are friends with you, they will show up on your friends list.
- ▶ **Cancelling a Friend request you made:** For example, you just sent a friend request to person with a similar name to your friend and who is actually not your friend and you want to cancel it, just go to the person’s profile and click on “Cancel Friend Request” link underneath their profile photo. After you click this, the link will change to “Friend Request cancelled” and will be hidden.
- ▶ **Ignoring/Hiding a friend request:** While you can accept a friend request by clicking on Accept, you can also ignore the request by clicking on the “Not Now” link. Not now transfers the request to “Hidden requests” sections. Later if you wish to accept the request, click on “See hidden requests” and then click on “Confirm” to accept the friend request.
- ▶ **Deleting a Friend request:** You can delete a friend request by going to the “Friends” page and clicking on “See hidden requests”. From here, find the friend request you want to delete and then click on “Delete Request”.
- ▶ **Suggest Friends:** Go to your friend’s profile and scroll to the bottom of the page and find a link called “Suggest Friends” on the left side. Use “Find friends” and “Filter Friends” to select a particular group of friends

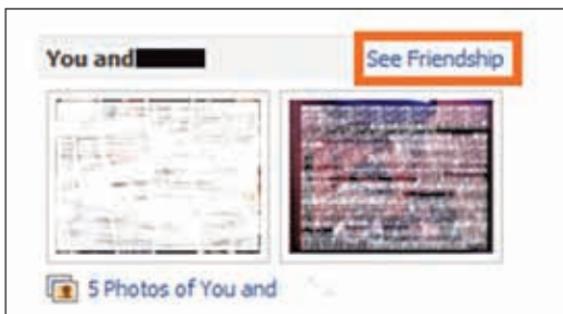
or find a particular friend. Once you make all of your selections, click the “Send Suggestions” button. Each friend that you selected will receive an invitation to add the new user as a friend.

- ▶ **Remove a Friend from your list:** You can remove a friend from your Facebook friend list by simply clicking on “x” in front of their name on the “Manage Friend List” page.



Suggest Friends to help your friends find new friends

- ▶ **Accessing Contacts:** Go to the “Friends” page and click on “Manage Friend List”. Here you’ll find the “Contacts” button in the left sidebar. Click on it to access mobile numbers/ phone numbers of your friends.
- ▶ **Inviting Friends:** You can also invite friends with the “Invite Friends” option on the left sidebar of the Manage Friend List page. From here you can send invites to people using their email addresses.
- ▶ **Manage Contacts and Invites:** When you are on the “Invite Friends” page, click on “Manage Invites and Contacts” link at the right sidebar of the page. Here you can manage your invites and contacts. You can see all the people you’ve invited to join Facebook and check who all have



The Friendship page on between you and your friend

joined. You can send invites, review and manage contacts you have imported, but not invited.

► **Using Friendship Page feature:** Friendship pages are an amalgamation of similar activity by two friends on Facebook and follow their shared histories. Friendship pages are a summary of Wall posts exchanged, mutual friends, events both people attended, photos both people are tagged in, and things both people “like.”

To see a friendship page with your friend (Mohit, for example), go to his profile page and you will see a section on the top-right corner of this profile page called “You and Mohit”. At the top-right of this section, you will see a link called “See Friendship”. Click on it to go to your Friendship page.

You can also click “See Friendship” below a post that friend has made on your Wall or click the link “View You and your friends name” below your friend’s main profile photo.

► **Deleting a friend from Facebook:** If you would like to remove a friend, navigate to that person’s profile and click the “Unfriend” link. The “Unfriend” link is on the left side of their profile, under their highlighted friends. If you choose to unfriend someone, you will be removed from the person’s friends list as well. To befriend again you will need to send a fresh friend request.

News Feed

Top News • Most Recent

Share: Status Photo Link Video Question

Gwalior - Wikipedia, the free encyclopedia
<http://en.wikipedia.org/wiki/Gwalior>

Gwalior (Hindi/Marathi: ग्वालियर pronunciation (help·info)) is a city in Madhya Pradesh, India, lying 122 kilometres (76 mi) south of Agra, and 423 kilometres (263 mi) north of Bhopal, the state capital. Gwalior occupies a strategic location in the Gird region of India, and the city and its fortress

◀ ▶ 1 of 6 Choose a Thumbnail

No Thumbnail

Say something about this link...

Share

Sharing a Link on your Wall

- ▶ **Tagging friends in your profile:** To tag friends in activities that you do together, including Sports You Play, Activities, Education and Work under you profile just go to “Edit Profile” button in the top-right corner of your profile. Now select a section from the left-hand menu among Education and Work, Activities and Interest etc. Enter the names of your friends in the “With” fields and Click “Save Changes” to save the changes.

You can also remove tag tagged by some of your friend by clicking on “Remove” link next to the item tagged with your name.

Wall and share

Wall is a place to post and share content with your friends and it is the central column on your profile page. Whatever you share on your wall is automatically converted into a News feed (discussed later) and your friends can view the update when they see your profile or in their news feed depending upon privacy settings.

- ▶ **Posting on the wall:** You can use “Share” menu located at the top of the homepage and profile page to let others know what’s on your mind. To post something on the wall, choose from among a status update, question, photo, link or video, then click the corresponding link at the top of your Wall. To change who can see your post and alter privacy settings, select the lock icon drop-down menu below the post. Press the blue “Share” button in the lower right corner to add the post to your Wall. You can do the following using “Share”:
- ▶ **Share Status update:** To share a status message, Click on Status Link at the top of your wall. Now just type the status update in the box and click on the “Share” button.
- ▶ **Share Photo:** To share a photo, Click on the “Photo” link on the top of your wall and then it gives you other options:
- ▶ **To upload a photo from your PC:** Click on the “Upload a Photo” link and you will be asked to browse a photo from your drive. You can also write a message about the photo and then click share.
- ▶ **To create an Album:** Click on “Create an Album icon” and select a set of photos from your drive using control pressed to select multiple at once. Now Facebook takes you to a dialog that shows you the upload status of your photos and asks you to give a name to the Album, location, Quality and share privacy settings. You can select to share the album with your friends, friends of friends or everyone. Click Create Album.



Tagging friends in your Profile Info

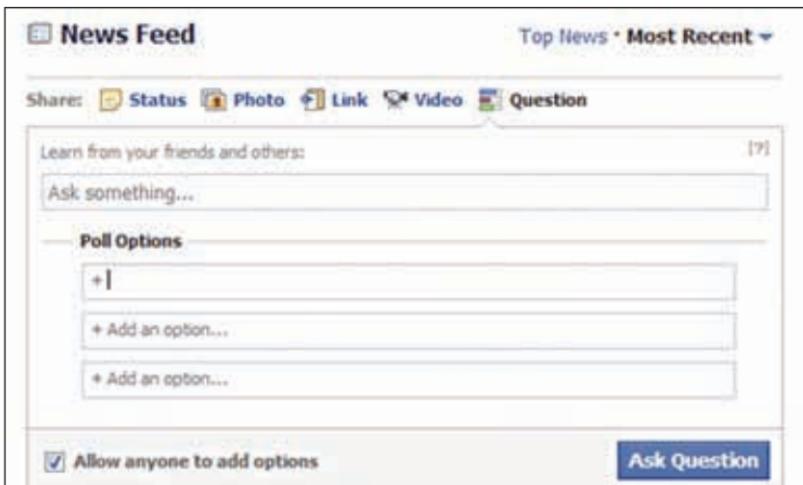
Once you click create album, Facebook allows you to tag people in your photos by grouping them according to people in the photos. You can skip tagging and continue or save tags and continue.

Once an album is made, you can edit it later, add description to it or share it with your friends by clicking on “Share” or with public by clicking it on “Share this Album with anyone by sending them public link” option at the bottom of the page.

- ▶ **Share Links:** To share a link with your friends, Click on “Link” on the top of your wall. Now paste the link in the text box. As you paste the link, Facebook automatically generates feed from it and asks you to choose a thumbnail among pictures on that link. Choose one/no thumbnail (It will appear next to the link you shared) and Click “Share”.
- ▶ **Share Videos:** To share a video, Click on “Video” link on the top of your wall and then you have options to record a live video from webcam or upload a video from your drive.
- ▶ **Record a live video through webcam:** Click on “Record a video” and Facebook will ask to access your webcam. Allow and Click “Close” and then record the video and share it by clicking “Share”.
- ▶ **Upload a video from your drive:** Click on “Upload a video” and select a video to upload. It must be less than 1024 MB and 20 minutes according to Facebook restrictions. You can also write a description about the video and click “Share”. Facebook promotes that you upload videos made by you and your friends so that we keep increasing original content overall.
- ▶ **Share Question:** You can share a question to take advices and views

of your valuable friends over sensitive decision making issues and get recommendations about best places in the city. To share a question, click on the “Question” link at the top of your wall and then type in the question. You have to add minimum two options by using “Add an option” and can allow other people to add more poll options. Finally click on “Ask Question” to share the question with your friends.

When you ask a question, it will be shared with friends, who may share it with their friends, and so on. Anyone on Facebook may participate in a question you ask and so you get a wide range of answers.



Sharing a question on your Wall

- ▶ **Writing on your friends Wall:** You can write on a Friend's wall only if you are friends with them and they have not restricted you from posting on their wall under their privacy setting. Anything that you post on your friend's wall is a part of his profile and so it will depend on his privacy settings that who all will be able to view the post you posted on his wall. If you want to write anything privately, we suggest using Messages. Just click “Share” to post and share photos, videos, or links with your friend.
- ▶ **Writing on wall of groups or pages:** You can post to groups or pages as soon as you join them. The post will be visible to all members of the group/page depending upon their privacy settings.
- ▶ **Reading posts posted by friends on your wall:** When your friends write on your wall, you can read it by going on your profile page. Also

when a friend writes on your wall, only your mutual friends will see a story in their News Feed.

- ▶ **Wall-to-Wall link:** You can see your wall-to-wall conversation with an individual friend by clicking on the “See Friendship” link under the wall post written by that friend. Here you can see the entire wall posts you both exchanged.
- ▶ **Removing a post from your Wall:** To remove a post on your wall, just click on the “x” button in front of the post and choose “Remove Post” option. You can also Block a friend from posting on your wall or report spam.
- ▶ **Commenting on Wall Posts:** You can comment on wall posts by clicking on the “Comment” link under a wall post and then typing your comment in the textbox that appears and finally press “Enter” to publish it.
- ▶ **Removing a Comment from the post:** To remove a comment, click on the “x” in front of the comment, and choose “Remove Comment” to delete a comment. You can mark spam or report abuse a comment.
- ▶ **Tagging or linking “Names”:** To mention a friend/page/group in a post or comment, just type “@” symbol and you can choose a friend in a drop down. Once you mention someone in a post using @, they will see it as a story on their Wall and will subscribe them to future comments on that post.

News feed



The screenshot shows a Facebook News Feed. At the top, there are sharing options: Status, Photo, Link, Video, and Question. Below that is a text input field with the placeholder "What's on your mind?". A post from "Murder 3: The Revenge of the Boyfriend!" is displayed, showing a thumbnail image of a person and the text "No matter how much we criticize our college... In the it. Murder 3: The Revenge of the Boyfriend! roffinFao. =))". Below the post is a thumbnail for a "Misc" item showing a person in a dynamic pose. On the right side, a sidebar menu is open with the following options: Top News, Photos (which is selected and highlighted with a red box), Most Recent, Status Updates, Photos (selected), Links, Pages, and Questions. At the bottom of the sidebar, there are "Close Friends" and "Edit Options..." buttons, also highlighted with a red box.

Filtering posts by using Filters

News Feed is the central column on your Facebook homepage. It's a constantly updating list of updates and stories from your friends and from pages that you follow. Also, you'll see photo tags, shared links etc.

- ▶ **Sharing Under News feed:** You can share a post, photo, video, link etc similar to as you did in the wall post. Follow the instruction explained earlier in the book under Wall and Share section.
- ▶ **Filtering your news feed:** You can use awesome filters made by Facebook to filter your news feed. At the top of the page you can see three major filters:
- ▶ **“Top News”:** This shows the most interesting content among your news feed. The News Feed algorithm bases on how many friends are commenting, who posted the content, and whether it is a photo, video or status.
- ▶ **“Most Recent”:** This shows most recent updates from your friends.

To filter content by type or from selected friends: Click on the “Most Recent” to get a drop-down menu. Select the type – Status Update, Photo, Link, etc to filter specific content type. If you click on “Photo”, then the news feed will only show the news feed that contains photos. You can also view news feed from selected friends by creating a friend list and then selecting this friend list in the drop down menu of “Most Recent”. For Example, Close Friends is a friend list here. Remember, the top-most filter is the currently activated one. If you want to switch to Close Friend filter, click on it.

- ▶ **Hide a post from News Feed:** If you want to remove a post on your news feed, simply hover on the post and click on the “X” that appears. Then, Select the appropriate option you want. For applications and friends that keep flooding your news feed with un-interesting stuff, you can use “Hide all by” option. You can even mark a post as spam.

To unhide a person, page or app you've hidden from your News Feed: If you want to unhide the post you removed using “Hide”, Click on the “Most Recent” to get a drop-down menu. Select “Edit Options” and Click “x” next to each one of person or page you would like to remove from “Hide posts from” list and Click “Save”.

- ▶ **Commenting on News Feed Posts:** You can comment on posts on news feed posts similar to commenting on wall posts.
- ▶ **Removing a comment on New Feed Posts:** Removing a comment here is also similar to removing a comment on the wall post.

Like

Like is a very popular feature of Facebook and essentially is used by even

a novice Facebook user. All that you see in your news feed can be liked using “Like” feature and it is a way to give positive feedback or to connect with things you find interesting on Facebook. You can like a post by your friends, like their photo, like a video, or a page.

- ▶ **Liking a piece of content on Facebook:** Clicking “Like” under something you or a friend posts on Facebook is a good and easy way to let someone know that you enjoy it, without leaving a comment. Often you don’t have anything to say but simply like the quote or photo your friend posted... Just click “Like” link under the content piece (an album, a video etc) and one or more of these three things may happen:
 - ▶ It’ll be noted beneath the content that you liked it.
 - ▶ A story will be posted to your Wall that you liked the content posted by “x” friend.
 - ▶ Your “x” friend will get a notification that you liked the content he or she posted.
- ▶ **Liking a piece of content off of Facebook:** There are numerous web pages, blogs etc where you’ll find a “Like on Facebook” link. Whenever you click on “Like” on a website other than on Facebook you are establishing a connection and this connection is reflected on your profile and on your wall. For example if you like a blog post, it will show on your profile. You may also share this connection with applications on the Facebook Platform.
- ▶ **Unlike a piece of content on Facebook:** You always have control over your connections. You can unlike a piece of content or a Page on Facebook. To unlike a piece of content that you or a friend has posted, just click the “Unlike” link that appears beneath the content itself. Also to unlike a Page, go directly to the Page and click the “Unlike” link in the lower left-hand column.

Chat

Chat is a very basic feature and we are all aware of it. You can do instant chat with your friends who are online. Facebook integrates chat very well with its interface as a sidebar. You can find the friend you want to chat with in the search box at bottom-left corner of your Facebook page. You can choose friends you want to chat with and start having fun. If you don’t see the sidebar, do not panic and just click “Chat” at the bottom right of the page.

The friends marked with green icon are available to chat. Those with white icon are available but inactive and those with no icon are unavailable.

- ▶ **Chat with multiple friends:** You can have the fun of group chat and

full-on gossip with Facebook chat. Just Click on the “Actions” icon and choose “Add friends to chat” from the drop-down menu. Now you can just type the name of friends you wish to add and talk with them.

- ▶ **See Full Conversation:** You can see the entire history of chat combined with messages and email at one place under the “Messages” by choosing “See full conversation” from the Actions menu at the top of chat window.
- ▶ **Chat With Group:** To chat with a group, go to the group homepage and click on “Chat with Group” link on top right of the page. You will see a chat window with pictures of group members on the top of it. A green box indicates an online member and a gray box will indicate anyone who is currently idle. People are considered idle when they have not taken any action on the site in the last 10 minutes. Whatever conversation you do here will be available to all group members irrespective of your friendship with them and even if they are not your friends.
- ▶ **Hide/Unhide Sidebar:** You can hide the sidebar by going to the “Actions” menu and choosing “Hide sidebar” option. Facebook will not show a sidebar for chat. To bring the sidebar back, just click on “Chat” at the bottom left.
- ▶ **Alter availability:** You can hide your availability from all your friends by just un-checking the “Available on Chat” option in the “Actions” menu at the bottom of the sidebar.



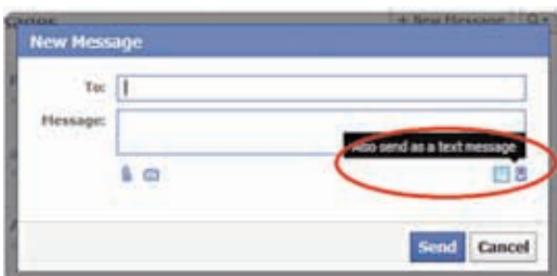
Using Group Chat

You can also use “Limit Availability” option to hide/unhide your availability from a select group of friends by selecting a friend list you can make under “Friends” view. You can choose among “Make me unavailable to” or “Make me available only to” options. This feature helps you to keep away from unwanted pings from people who are not important to you.

► **Video Calling:** Facebook recently added Video Calling to its chat application which uses Skype on backend. You can use it if you see a video icon in your chat box. It needs a onetime set up the first time you run and then later you can always use it by simply clicking on video icon and calling your friend.

Messages

The new design of the inbox gives us complete control over our messages and applying filters to them. The “Messages” displays the Facebook messages you exchange with friends and strongly interweaves your chats, texts and emails (If you have a Facebook email account). Thus it’s the place for all your personal conversations with your friends. It’s a central place to control all of your private communication, both on and off Facebook. It kind of maintains a record of your friendship with your friends.



Sending a message as
Text Message

► **Creating a New Message:** You can write a new message on clicking on “New Message” tab. You can include a friend list, a friend or an email address to send your message to. You can attach a video, link or photo to your message through “Upload file” or you can record a live video/take a picture from your webcam and click “Send”. You can also select to send the message as a text message and your friend can read it on his Mobile. But to do this all, you need to get a Facebook Email.

► **Claiming your Facebook email:** You can claim your Facebook email by clicking on “Claim your Facebook email” link under “Messages” and

activate it. Once your email address is set, people can email you using Hotmail, Yahoo or Gmail etc and the emails will be delivered to your Facebook Messages. When you wish to send an email from Facebook message box, just type the email address, type the message and click "Send". The emails when received by your friends in their traditional Gmail/Yahoo! Inbox will look like Facebook messages with your name and profile picture.

- ▶ **Turn on Text Messaging:** To turn on text messaging, click on the icon with "Turn on text messaging" under "Messages" view. It will ask you to choose your country and carrier (Mobile Subscriber). Now the next dialog box asks you to send a text message from your phone. Follow the instructions and Click on "Activate Text Messaging". It will show a green icon with a Tick as in chat tab if your activation was successful.
- ▶ **All-In-One:** So Facebook doesn't like when you can't find a conversation you had days back with your friend. You can now see everything you've ever discussed with each friend as a single conversation by going to Messages and clicking on any message from a particular friend. You can see all your past conversations there. You can also delete/Archive them.
- ▶ **Forwarding:** You can forward a set of selected conversation parts between you and your friend to other people. This is one of good features of messages and you can now send some important info, links, contacts etc which a friend sent you as a message and you wish to forward it to some other friend of yours.

Go to "Actions" tab next to messages, and click on "Forward" as shown in the visual. It will ask you to select the messages you want to forward and then click on "Forward".

Next you'll be asked to choose who do you want to send these messages and then you can send them with a message from your side.

- ▶ **Organizing Messages:** All your private conversations with your friends and friends of friends including Emails, Facebook Messages, and Text Messages via Mobile are stored at one place "Messages". The "Other" folder just below the "Messages" contains messages from mailing lists, board distribution groups and messages from people you don't know you or are friends of friends. So it is now easy to distinguish between important private messages and other conversations. Spam is automatically removed from Messages to keep your life easy at Facebook.

You can also move a message from "Other" folder to main Message folder by opening the message and clicking on "Actions" drop-down menu and

selecting “Move to Messages”. If you want exactly opposite to happen, i.e. you want to move a message from main message folder to “Other” folder, Select it and Choose “Move to Other” from “Actions” drop down. So if Facebook makes a mistake in organizing your messages, you always have a good option to reorganize them.

► **Using “Text” feature with Messages:** This feature is a very handy addition and it allows you to communicate with your friends when they are not at their computers.

► **Sending Messages from Facebook to Mobile:** You can send a message on a friends phone by checking the option – “Also Send as Text Message” while creating a new message. If you choose to select this option, your friend will receive this message on his phone as a “Text” message also along with a Facebook message.

Your friend can simply reply to this text from his phone and you will receive it as a Facebook Message.

This conversation will also be logged in the ongoing conversation with your friend under “Messages” view along with Facebook messages and chat history.

So what if you’re not sitting in front of your laptop, once you have “Text Messaging” turned on, your friends can choose to send you a message on your phone.

► **Sending Messages from your Mobile to Facebook:** To send a new message to a friend’s Facebook via a mobile, just text the following to 32665(FBOOK) -

msg [username] [your message]

For example, msg Raj Sharma Call me Soon

This would send the message “Call me Soon” to your friend Raj Sharma and he can read it along with other messages in “Messages” view on Facebook. So what if you’re not sitting in front of your laptop and you don’t use Facebook Mobile, you can still send your friends messages on Facebook.

These messages are charged as usual text messages and Facebook does not take any extra service charge.

► **Using “Chat” feature with Messages:** Chat and Message histories are interwoven together, or to put simply, they are both the same. When you start a chat conversation with your friend, your chat will be logged in your conversations with usual messages. If a friend sends you an offline chat or you send chat to a friend who is offline, these chats will also be recorded along with usual messages for your further reference.

Events

Events are a powerful feature of Facebook and is widely used by its users to plan events, invite friends, and manage events. You can find the “Events” tab in the left sidebar under “Messages”.

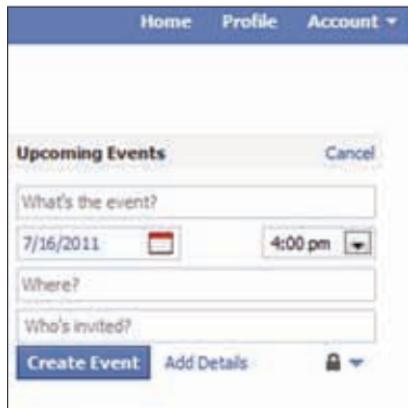


Forwarding page on Facebook

- ▶ **Create a new Event from “Events” dashboard:** To create an event go to “Events” tab in the left side bar and click on “Create new event” button on the top-right corner of the page. Here you can add date, time, place, address, extra information about the event and even upload a photo for the event. You can invite guests whom you wish to attend the event.



Creating an Event



Creating Events from homepage

If you create an event and check the option “Anyone can view and RSVP (public event)”, it will appear in your friends’ Feed, and anyone on Facebook can view the event, add to guest list without approval and access of event related content. And if you do not check this option, the event will be visible only to guests who have been invited using “Invite Guests” option. These events do not appear in the searches.

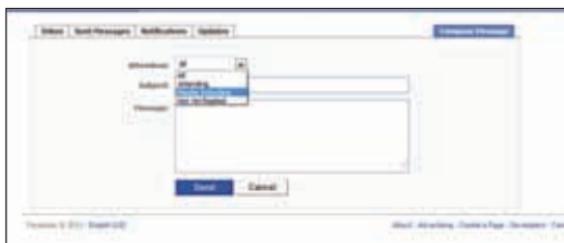
- ▶ **Creating Events from the “Upcoming Events”:** In the right sidebar of your homepage, you can find the block called “Upcoming Events” and there you see a text box. With message “What’s the Event” where you can write the name of the event and then simply fill in the details. You can click on “Add Details” option next to “Create Event” to go to the traditional create event dialog. You can choose the private/public event type by clicking on the arrow next to lock icon. The options work same as above.
- ▶ **Create an event from the Publisher:** You can just click on the “Events” icon on the publisher and fill in the details and share. You might wonder why you wouldn’t just invite friends to an event using a status update. But creating an event in the Publisher is better as it helps you organize the event details better, and your friends can RSVP immediately as and when they notice it in their feeds. It has a more structured approach than a status update. You can easily find out which guests are coming, and they can comment on your event photos, videos etc.
- ▶ **Managing an Event:** Facebook gives many options to manage your event properly. You can add admin, edit it and make it look great on Facebook.
- ▶ **Inviting friends who are not on Facebook:** Often you need to invite

people who are not on Facebook to the event you created. You can simply do this by using “Invite by E-mail Address” option in the “Invite guests” and enter their email addresses and click on “Send Invitations”. You can even add a personal message.

- ▶ **Adding one or more “Admin” to your event:** To add one or more admin to your event , just go to the “See All” link on the top of the guest list on the event’s page. Next to the name of every person who has RSVP’d, there is an option to “Make Admin.” The Admins have the ability to invite more people to the event, appoint other admins and edit event content.
- ▶ **Get map or link directions to appear for your event place:** If you enter a valid email address, people will be able to view directions and map to the event’s location by just clicking “View Map” option below the location of the event. This can help your guest have a clear understanding of the directions to the event location.
- ▶ **Send Messages to Guest List of the Event:** You may need to send updates about the event to the guests who have agreed to attend the event. You can do this by just sending a message by going to the event’s main page and clicking on “Message Guests” button near the edit event button on top right corner of events page. You can then send message to All Guests or a selected group depending upon their RSVP status.
- ▶ **Editing Event Details and Cancelling it:** Of course there are times where you change the time and date of the event and so you need to edit the event. To edit the event, just go to events main page and click on the “Edit Event” icon on the top-right corner of the page. You will be taken to the edit dialog where you can upload a new photo, change details etc. You can also cancel the event from the bottom right of this dialog.
- ▶ **Updating your event wall:** You can update your event wall by going to the events main page and then using publisher to share videos of the event later, photos, share experiences and discuss event details.
- ▶ **To RSVP and access an Event :** Your Facebook friends may invite you to events and then you may/may not choose to attend them. You can also browse event photos and videos.
- ▶ **Accessing upcoming Events and Invitations:** You can directly see all events by clicking on “Events” in the left sidebar. Also, the top right corner of your home page displays the upcoming events. The same block also shows pending invitations if any and their count. You can view pending invitations by clicking on the link “x event Invitations” and respond to them from here. You can click on “Show upcoming events” to return to



Sending Message to all event guests 1



Sending Message to all evnt guests 2

the original display. Also, you can see the full events view by clicking the “See All” at the top right of this block.

Facebook also allows you to access individual events by typing event name into the Search Box at the top bar and follow the link.

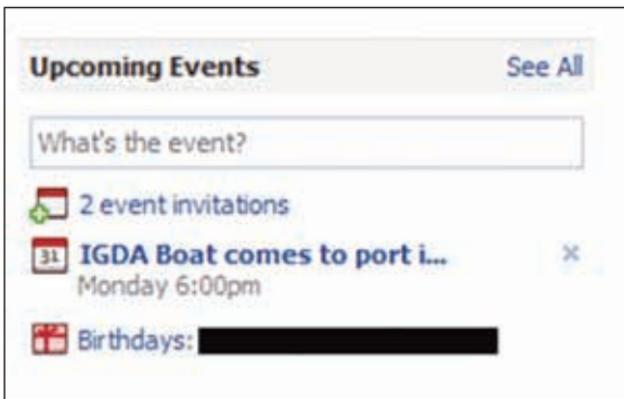
► **Doing RSVP to an Event:** If your friend invites you to any event, an invitation link will appear in the “Upcoming Events” section in the top right corner of your home page. Also, if you got the notification setting right, it will also highlight in the notifications. Here you can just select “Yes”, “No” or “May be” below the event’s name.

If you want to respond to an event days after you were invited, you can do this by going to the “Events” links in the left sidebar and choose an event to respond from the list of pending invitations. Just select “Respond” button in the front of the event.

Once you click “Respond”, you will see a dialog box asking you to RSVP “Attending”, “May be Attending” or “Not Attending”. You can then finally click the RSVP button to complete the process. It will also give you option to post on the wall of the event. If you choose to post on event page, you can RSVP using buttons at the top of the individual event’s page similar to the RSVP dialog.

Once you RSVP to an event, it will still appear in “Upcoming Events” section on your homepage. If you wish to remove it, just click on the “X” that appears on the top right of the invitation. You can also remove an event from the “Remove this event” in the RSVP dialog.

- ▶ **Adding content to the Event Page:** Once you RSVP to the event, You can choose to add photos, videos and links to your blog where you wrote your experiences using the events page. Just search the event from the top search bar or go to “Events” and then click on individual event to which you want to add content to. It will take you to the events page where you can add your views, updates, photos, videos etc.
- ▶ **Accessing Past Events:** To access the past events that you were invited to, just go to “Events” of homepage left sidebar and Click “Past Events” at the bottom of the Evnts page. You can then view all past events, most recent begin the first.
- ▶ **Accessing Friend's Events:** If you are curious about what events your friends are attending , just click on “Events” on the left sidebar and then click “Friends’ Events”. This page will show all events from your friends sorted by the event date and time.
- ▶ **Export Facebook Events:** You can export your Facebook Events to many other scheduling programs such as Apple iCal, Microsoft Outlook and Google Calendar. Just go to the “Events” on the homepage and then Click on the “Export” link on the bottom of events page. It will then ask you to click on a URL and it will be done.
- ▶ **Birthdays:** After Facebook came up with their birthday feature, I never forgot any of my friends birthday because Facebook just reminds me every single time. On my Birthday, I have almost 200 wishes on my wall. That's what makes it awesome!
- ▶ **Accessing Upcoming Birthdays:** To view upcoming birthdays of your friends, just click “Birthdays” at the bottom of the events page.



Accessing
upcoming events
from homepage

This Month

IGDA Boat comes to port in Seattle a...
Monday 6:00pm
Ryan Arndt invited you • 33 guests

Respond

Responding to an Event Invite

You can also see upcoming birthdays by clicking “Birthdays” at the top right of your home page if at least one of your friends has a birthday today.

- ▶ **Exporting your friend's Birthdays:** Facebook allows you to export your friend's birthday from Facebook to popular scheduling programs such as Apple iCal, Outlook and Google Calendar. Just go to events from left side of your homepage and then Click “Birthdays” at the bottom of Events page. Then just click “Export Birthdays” at the bottom of the page.

Questions

Facebook Questions lets you ask any question and get quick answers from your friends and other people on Facebook. Questions are designed in such a way that anyone on Facebook can help you by answering a question you asked. So when you ask a question, it is shared in News Feed. If your friends answer or follow that question, it will be shared with their friends and so on.

- ▶ **Accessing “Questions” asked by you and your friends:** To see all questions your friends have asked, just click on “Questions” in left side bar on homepage. To see all questions you have asked, either click on “Your activity” link on the top right of this page or go to your profile and click on “Questions” in the left sidebar. You can see all questions you have asked on this page.
- ▶ **Asking Questions:** To ask questions, simply share a question from your homepage as discussed earlier under the section “Wall and Share”.
- ▶ **Asking Specific Friends:** To ask specific friends, go to the question title and click on it to see a dialog box with an “Ask Friends” button at its right. Click on it and choose friends you want to ask question to. And then Click “Submit”. Your friend will receive a notification asking him to answer the question. If they respond, you will receive a notification of their answer.
- ▶ **Answering Questions:** You can answer questions directly from News Feed just where your friends have asked you. You can vote on an answer by clicking on the radio button on the left of the option. If you want a longer response, you can click on the title of the question to go to the

question dialog. Here you can write your response under “Posts” section in the text box and post it.

- ▶ **Deleting your answer using “Unvote”:** You can also delete your answer using the “Unvote” option near the question.
- ▶ **Deleting a question you created:** Often when you are not happy with your question you can delete it by going to the question dialog by clicking on the title of the question and then clicking on “Delete” link here. Finally click on “Delete Question” to delete the question permanently.
- ▶ **Reading Responses to your question:** You can read responses to your questions in the “Posts” section of the question dialog box. You can comment on these responses, like or share them.
- ▶ **Filtering responses to Questions:** You can use the filters to filter answers from your friends and others. You can do this by clicking on “Friends” link in the question dialog in front of “Posts” heading in line on the right. You can click on “Others” to view responses from people who are not your friends.

Photos and videos

Millions of people spend their time on Facebook browsing their friends’ photos and videos, uploading their photos, videos and creating albums. Photos and Videos application on Facebook helps artists, photographers and graphic designers, filmmakers etc share their work with their friends and colleagues. People share their photos with family and friends for example photos of vacations etc and videos they recorded.

- ▶ **Uploading Photos/Videos:** Facebook provides a very neat and simple interface for uploading photos. One way is to share a photo by clicking on “Photo/Video” link on top of your profile/homepage and sharing a photo/album/Video as discussed earlier in this book. Another way is to use the “Photos tab on your profile” on the left side bar of your profile page. Here, click on the “Upload Photos” link in the upper right corner to upload photos or “Upload Video” link to upload a video.

You can also go to your homepage and click on “Photos” filter in the left sidebar. If you do not see this filter, just click on “More” link under the applications section on the left side of your homepage. On this page you can click on “Upload Photos” or “Upload Video” tab in the upper right corner. You can also type “Photos” into the search bar at the top of the page and follow the link that appears. Once you are on the Photos dashboard, click “Upload Photos” or “Upload Video” at the top of the page.

- ▶ Sharing a YouTube/external video on your Wall: Just go to your wall or newsfeed and share the link using “Share”.
- ▶ Uploading photos to an existing Album: To upload new photos to an existing album, go to your list of albums using the Photos link on the left side of your home page or profile. Click on the Album title to which you want to add more photos to, and click on “Add Photo” tab on the top-right corner of this album page. Now upload photos as you discussed earlier in this book under “Wall and Share”. Once you upload photos and click “Done”, you will see an updated album. Note that you will not see the “Add More Photos” link in your Wall Photos, Mobile Uploads or Profile Pictures albums. These albums are automatically organized by Facebook when you upload photos in a specific way.

Wall Photos will be added when you click “Photo” at the top of your profile or home page and select “Upload a Photo” to share a photo without creating a new album.

Mobile Uploads will be added when you upload a photo using your mobile device or your unique mobile email address (discussed under Facebook Mobile Section).

Profile Pictures will be added when you add or change your profile picture.

- ▶ **Changing your profile picture:** You can change your profile picture by going to your Profile page and move your mouse over your profile picture and Click “Change Picture.” Link that appears. This will take you to the same dialog of uploading a profile picture which is discussed under “Creating your Profile” section earlier in this book. Here you can upload a new picture, remove the older one or edit thumbnail.
- ▶ **Setting an already uploaded photo as profile picture:** To set a photo that you or a friend has already uploaded to Facebook as your profile picture, go the photo and view it. On this page select “Make Profile Picture” at the bottom left of the photo. If the photo was added by your friend, you will need to be tagged in it to see this option.
- ▶ **Editing a photo:** Click on the photo you want to edit. To add a caption click “Add a description” beneath the photo and type in your caption. Click “Save”. If there is an existing caption, click the pencil icon to the right of the text to edit it. You can also share the photo by clicking on “Share” link in the bottom left of the photo. You can download the photo by clicking on “Download” link. If you want to delete the photo, click on “Delete this Photo” link in the bottom left menu. You can also rotate a photo by clicking on rotate icons at the bottom right of the photo.

- ▶ **Tagging a photo:** Photo tagging is a great feature of Facebook and is widely used to identify your friends in the photos on Facebook and notifying them about the photo. A tag will link to the tagged friend or Page and cause the photo to display in their photos section. You need to be friends with someone before you can tag them in a photo, but you can tag most Pages regardless of whether you've liked them. Five tagged photos also appear at the top of the Page or profile. Generally, you are allowed to tag any photo that you are able to view. In case the photo was not uploaded by a friend, the owner of the photo will need to approve the tag.

Just click on the “Tag Photo” link at the bottom left of the photo you want to tag and click on the photo to start tagging. Move the square to the person or object you want to tag and type his name in the text box to search his name and select from the drop down suggestions. You can tag each friend/page in a similar manner and when you’re done tagging just click on “Done” link at the bottom left of the photo. You can also tag yourself in a photo in a similar manner. This photo will now appear in your “Photos and Videos of you” section on your profile.

You can tag a video in a similar manner.

- ▶ **Removing a tag:** To remove a tag from a photo that someone else has tagged you in, view the photo and choose “remove tag” next to your name. The photo will no longer be linked to your profile. Also, you can remove tags you have made of other people in your photos. However, you may not remove tag from someone else’s photo which you tagged. This will need approval of the owner to remove the tag. You can remove a tag from a video in a similar manner.

- ▶ **Tagging Multiple Photos:** When you upload multiple photos, Facebook groups similar photos together to help you save time tagging your photos with friends’ names. Facebook also suggests the name of your friends who are likely to be in the picture so that you can quickly tag friends in multiple photos. To tag friends whose names are suggested, just check that the faces in the group are of same person and type their name or indicate that the suggested name is correct and click on “Save tags”. Once you’re finished, click “Done Tagging”. To deselect someone or whom you don’t want to tag, click the “x” in the top right of the photo to remove him from being tagged.

Also you can tag a friend in multiple photos of one album by going to that album from “Photos” page and then clicking on “Tag Photos” link at

the top-right corner of this page. You will be asked to type the name of the friend or page you want to tag. Once you select the name of friend to tag, you can click on selected photos and choose their faces to tag them. Click on “Save Tags” to save these tags.

► **Editing an album:** To edit an album you created, just go to “Photos” page on your profile and select the album you wish edit. Click “Edit Album” link beneath the album name. From the editing dialog you can edit albums basic information, delete an album set privacy settings and go to “Edit Photos” page.

Under “Edit Photos”, you will see a listing of your photos that belong to the album you are editing. Here you can add descriptions, remove tags, move photos to another album or delete selected photos. You can also choose a photo to be an album cover. This photo will be used as thumbnail for your album on the “Photos” page of your profile. You can also “Sort” the photos from oldest to newest and vice-versa by clicking on Sort tab on the top right corner of this page. You can reorder photos in an album or albums on your profile by simple drag and drop.

Groups

Groups are a great feature of Facebook where a set of people can share communication among each other in a closed well-formed space. People sharing common interests join together to form groups and benefit from each other's experiences, take advices from experts, getting recommendations etc. Groups can be created by anyone and so even you can try creating one.

Creating a Group: You can create a group of your interest by clicking on “Create Group” link in the left hand column of the home page. If you have already joined some groups, you will see a link called “More” below these group names on the left sidebar. Click on this link and now you can see “Create Group” link.

A new dialog will open up where you can give a name to your group and select an icon for it, select privacy settings and add members to it by typing in their names in the “Members” textbox.

You can choose among 3 privacy settings:

Secret: Only members can see the group and what members post.

Closed: Everyone can see the group. Only members see posts.

Open (public): Everyone can see the group and what members posts.

► **Editing a group:** Once a group is created, you will be taken to its page where you can edit its settings by clicking on the “Edit Group” button at

the right side bar of the page. Here you can add group description under “Basic Information” set a group email where you can send group emails, add group profile picture and manage members.

► **Adding group email:** You can add group email by clicking on “Edit group” link and then clicking on “Set up Group Email”. This will take you to “Create group Email Address” where you create a group email.

► **Joining a group:** Facebook has amazing groups with amazing people which you can join to discuss your interests with people all around the world. To join a group, go to the group’s page and click “Ask to Join Group” at the top right corner. Also someone who is already a member of a particular group can add you to a group. Remember that groups require admin approval for you to join; you have to be patient to wait for the admin to confirm your request. Admins can also block you from joining a group if he finds something suspicious with your profile.

Some groups on Facebook are secret and will never appear in search results. You cannot choose to join these. Only an existing member can add you to these secret groups.

► **Adding new members to a group:** To add members to your group, go to the group and click “Add Friends to Group” in the right column under the section “Members”. From there, you will be able to type your friends’ names to add them to the group. All group members can add new members to the group and people can join any type of group with approval of the admin except groups that have privacy setting as “Secret”.

► **Adding Admins to a group:** To add one or more admins to the group you created, click on “Members” from the left menu of the edit group dialog. Here you see members you have added to the group. Under the name of the member whom you want to make admin of the group, you can click on a link called “Make Admin”. As a group admin, he/she will be able to edit group settings, remove members and give other members admin status.

► **Sharing content with a group:** To share content with a group, Use the options at the top of the group to share Posts, Links, Photos, Videos and Questions with the group members. Group members get notified about all new posts in a group unless restrict this in their privacy settings. If group privacy is set to Closed or Secret, only group members will be able to see things that get posted in the group.

You can also view the photos of a group page by clicking on “View photos” on the group page in the right side bar.

- ▶ **Searching a post in a group:** Often you need to search some specific link or video that was posted in a group day's back. You can do this by using "Search This Group" box at the top of your group. Just enter keywords that appear either in the post or in comments on that post. And then choose the appropriate post from search results.
- ▶ **Creating a Document:** You can create a document to share with your group by clicking on "Create a doc" link on the right sidebar of that particular group's page. After you click on create a doc link, you will be taken to a document area where you can compose your document and then click "Create".

The Docs you or other group members create are shown in the "Docs" section on the right sidebar of the group's page and can be accessed by all group members at their convenience. You can also create an event in the similar way from the "Create event" option.

- ▶ **Leaving a group:** You can chose to leave a group if you are no longer benefiting from it, you can do this by going to the group's page and clicking "Leave Group" in the right sidebar. This will remove you from the group's member list and the group from your list of groups. You will then no longer receive posts from this group in your news feed.
- ▶ **Deleting a group:** Facebook automatically deletes a group with no member. To delete a group you have created, just remove all members including yourself from the group from the "Members" option. If you are not the first admin, you may not be able to delete the group unless first admin voluntarily removes him from the group by himself.

Notes

Notes is a powerful application that helps you share your views with your friends on various current topics using Facebook. It's used for longer texts than status updates. To access Notes application, click "Notes" in the applications menu on the left side of the Home Page. You may have to click "More" to expand the applications menu if you do not immediately see "Notes" listed. You can also type "Notes" into the search box at the top of the page and follow the link that appears.

- ▶ **Creating a Note:** To write a note, just go to "Notes" from your homepage as explained above Click "Write a New Note" button on the top right side of the page and follow on-screen instructions to write your note. Once you finish writing, click on "Publish". This generates a story about your note and save the note in your "My Notes" section under your "Notes".

You can choose to add a photo to your note by clicking on “Add Photo”. You can even tag friends to your note so that they are notified. You can also save note as draft and complete it later by clicking on “Save Draft”. It will then be saved in your “My Drafts” section which you access by going to “Notes” and clicking “My Drafts” from the left side menu.

- ▶ **Reading notes from your friends:** You can read notes of your friends by going to “Notes” in the left sidebar on your homepage. The notes link by default takes you to “Friends’ Notes” section. You can click on the note which you want to read and comment on it if you wish.
- ▶ **Reading notes in which you were tagged:** Whenever your friends tag you in a note the note is added to your “Notes about Me” section. You can access them by going to “Notes” and clicking on “Notes about me” in the left hand side menu under the “Browse Notes” on notes page.
- ▶ **Importing/Exporting Notes:** Facebook allows you to import blogs posts etc as Notes in Facebook. Just go to “Notes->My Notes” and click on “Edit Import Settings” on the bottom left menu of this page. You can import posts from one external blog so that they appear along with your notes. Facebook will automatically update your notes whenever you write in your blog. Imported blog posts cannot be edited. You can add a link to your blog in the textbox and Facebook will start importing the entries.

Notifications

Notifications are an interesting feature on Facebook. They notify you about any updates about your friends, updates on your posts, your pages; group updates etc and are located on the top-bar of your homepage indicated by an earth icon. Facebook automatically indicates you if there are updates and this notifications icon turns red with the count of new updates on it. Also, Pop-up notifications appear in real time when your friends interact with you for example, like your photo etc. They appear in blue bubbles, only while you’re logged in to Facebook. To see the content the story is referring to, just click on the pop-up bubble. All stories that appear in pop-up notifications will also appear as regular red alert notifications and email notifications, in case you miss them. You can edit your notification settings by going to “Account” tab on top bar on your homepage and click “Account Settings” and choose “Notifications” from here. Remember to save changes after changing settings. You can also subscribe to notifications by email or phone.

Applications

The one feature that made Facebook grow beyond limits is Application or Apps. Applications on Facebook are designed to enhance your experience and provide you entertainment. Some of these Apps like Events; Photos are created by Facebook itself. Other applications like games are created by outside developers who use Facebook API.

- ▶ **1. Application Basics:** You can find these Applications in the “Application Directory” on your Home page.

On that page, you'll find applications that are recommended by Facebook and the applications your friends are using. Another way of knowing apps is by looking at the requests your friends send you as you may receive requests or gifts from your friends who are using apps on Facebook.

The Applications and Games Dashboards, located on the left menu on your home page, allow you to view the latest applications or games with which you and your friends have interacted.

▶ Add/Use Apps

To use/add the apps, you need to grant permission to the app to access your information. To see more information about an app before granting permission, you can type the name of the app in search and then select the app you want to know about. This will take you to the “About” page of the App.

Then you can read about the app by going to the Info page. You can like the app or click on “Go to App” to use the app. Then, it will ask you to grant permission to access your information. Click on “Allow” to use the app.

As you keep on adding Apps, Facebook bookmarks them and puts them in the left menu of Apps and Games by which you can directly access those apps.

▶ Report an App

If you feel that this app is abusive and obligatory, you can click on “Report Application” which is situated to the bottom of the left menu. If you are on the canvas page and using the app, then click on “Report/Contact this Application” at the bottom of the page.

▶ Block/Unblock an App

If you feel that the app which you used is disturbing your privacy, you can block it by which it will not be able to access any information about you and will not send any requests. There are 2 ways of blocking it:

If you received a request for an app and you want to block it:

1. Go to your app request by clicking on App requests/Game requests in the Left menu.

2. Click the 'X' button next to the request.
3. When you see the yellow box, click the block app link.

If you have not received a request for an app and you want to block it:

Go to the "About" page of the App and then click on "Block App" in the left menu of the page.

► **Remove/Delete an App**

If you want to completely remove an app from your account, follow these steps:

1. From the "Account" drop-down in the top-menu, click on "Privacy Settings".
2. Select the "Edit your settings" link under the Applications and Websites section which is situated to the bottom of the page.
3. Click on the application you'd like to remove. If you don't see the application listed, you can find it by clicking the Edit Settings button towards the top right-hand side of the page.
4. You'll then see an expanded view of your settings for that application. From here, you can click the "Remove application" link. Here, you can even edit some settings like – Removing the option to post something on your wall. Other options in the privacy settings can also be explored.

If you want to ignore all applications from a specific friend, then go to Game/App requests from the left menu. Click 'X' on one of that specific friend's requests. Then click on "Ignore all requests from this person". 

FACEBOOK FOR BUSINESS

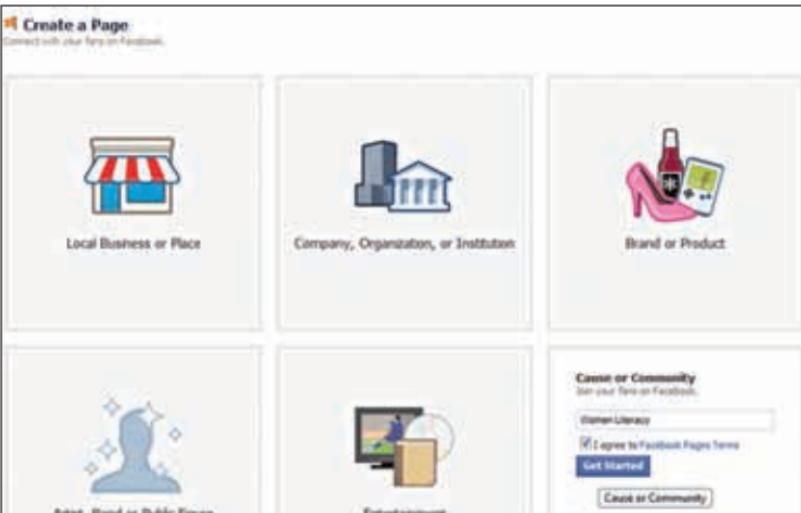
If there's one reason why Facebook is not going to be toppled as a significant player in social networking circles it's the sheer marketing and business potential it holds

Facebook has always been used to communicate with friends, but today with excellent features such as business solutions and advertising, Facebook has given a great boost to small business to manage their web presence. These business features allow you to promote, network, communicate, collaborate and accomplish more if you own a business, or, for that matter, even reach out to others with philanthropic initiatives. Facebook has some excellent features including Facebook Pages, Ads, Places, Deals and many more that make it mandatory for every business to have a Facebook presence. We hope that this chapter will help you understand how to use Facebook as a business solution and take benefit from its fantastic features.

Pages

Pages are for organisations, businesses, and celebrities to promote themselves and to broadcast general information in an official and public manner to people who connect to these pages. Pages can use all viral features of Facebook and thus are a great tool to communicate and engage with the community and people around. Pages may only be created and managed by official representatives and thus they are different from groups. Also pages are generally public and can be seen by everyone on Facebook.

- ▶ **Creating a Page:** To create a page, go to <https://www.facebook.com/pages/create.php> and choose the kind of page from among business, community, band, brand, etc. After you choose the type, click on that square to see a textbox asking you the name of the page you wish to create. Agree to Facebook terms which require you to be an authorized person to create such a page and click on “Get Started”.



Creating a page

This takes you to page creation dialog where you have to take three steps:

- ▶ **Step 1:** Upload a profile photo for your page.
- ▶ **Step 2:** The next step is to add fans to your page and import contacts to share your page with your contacts. You can also invite friends by clicking on “Invite Friends” and selecting friends you wish to invite. You

can also choose to share the page on your wall so that your friends can see it in their news feed by checking the option “Share this page on your wall”. You can also include a personal message about what the page is about by clicking on the link “Include a personal message” and type your message in the text box and click “Continue.”

► **Step 3:** This is where you enter basic information about the page. Here you can add your web site and add a description about your page.

Once this is done, the page you created will show up in the applications on your homepage in the bottom left menu. You can click on it to access its contents.

► **Administering your page:** A lot can be done with “Pages”. You can invite friends, add a Like box, which will give people an easy way to discover and follow this Page and promote it, post updates using standard Facebook “Share” on your page. Using the left hand menu options you can add the pages in your pages by clicking “Add page to My pages”, Add to your favorites, subscribe via rss and share it on your profile. Using the right menu options you can look at your notifications, promote your page with an Ad, view Insights and Invite friends to your page. You can use standard Facebook features like Applications, Share, like, etc as usual for your pages.



The Page view and administering options

► **Managing your page Wall:** The Wall is the place where your updates and posts are displayed.

You can show posts from “Everyone” with the most interesting posts first, or posts from your Page in reverse chronological order. This is the space where all posts from admins and fans can appear. You can Click “Edit Page” and go to the “Manage Permissions” section to adjust who can post on your Wall and moderation filters.

► **Using Facebook as a Page:** To use Facebook as a page Select “Use Facebook as Page” in the Account Menu in the top-right corner to navigate and interact with other areas of Facebook as your Page. When you use Facebook as your Page, you will receive notifications in the top-left corner when people “Like” or interact with your Page. You can also interact with other pages as “your page” which means whatever you post or like on Facebook will be shown as [Your Page Name] likes “X” and comments,



Using your page as Facebook

posts etc you write will have [Your Page Name] to their left. As in the screenshot below, if Agent001 is using Facebook as his page “Analyst”, his comment “Agent001 loves India” on a page on Facebook will have his page name to the left. You can switch back to using Facebook as your name by again going to “Account” on your top bar.

► **Editing your page:** You can add a summary that tells users a little information about your organization, public figure, or business by clicking on “Edit Info” link under the page name. You can edit your page by clicking on “Edit Page” tab on the top right corner of your page. You

can edit various type of information by going to respective tabs chosen from the left menu.

- 1. Your Settings:** The “Your Settings” section of the “Edit Page” View allows you to set defaults for how you want to post to your Page - as yourself (by your name) or your Page (by your Page Name) and set-up email notifications. You can click “View all email settings for your pages” to enable other Page notifications.
- 2. Manage Permissions:** The edit page defaults to Manage Permissions. This link is also located on the left side in the menu bar should you wish to change the settings at a later time. Admins can block certain keywords, phrases, etc and they will be marked as spam and not appear on the wall for the public. However, they will appear for the admin in gray. Also you can have age restrictions for your page. There is also a profanity setting which can be set to none, medium or strong. The profanity filter explains that “Facebook will block the most commonly reported words and phrases marked as offensive by the broader community. You can also delete a page from here.
- 3. Basic Information:** The Basic Information is the company information that you wish to for visitors of the page to know about your company. There are predetermined Categories that are not as robust as they could be however there are a considerable amount of choices to select for your business from the drop downs. You can enter details about your organization here. If you enter a valid address here, you can check in to this page using “Places” feature of Facebook. Create Alias. Each page can also have a username. This is the unique URL that you change the page to once you achieve 25 fans.
- 4. Profile Picture:** Here you can add a picture for your page.
- 5. Featured:** With this feature, you can give people who like your page more ways to connect with you. With this you can connect people to companies you outsource to, take resources from etc. Choose “Use Facebook as Page” under Account, and then liking other pages that relate to your page. These liked pages are shown on the left of your page, and you can specify which of these always rotate there by selecting them as featured here in this section of edit page view. You can also feature pictures of the admin(s) so that there is enough distinction between the individual and their company.
- 6. Resources:** Here you have various resources for making great deal out of your page and helps you plan your Facebook marketing strategy. Here you

have a link to the guide for best practices to make pages more engaging. Also there are links to other features you can use too as listed below:

- a) Advertising on Facebook:** This something to consider as it is incredibly targeted and you may be reaching your audience to spread awareness about your product/services. You can create your advertisement by using “Create Ad” dialog as explained in the next section of this chapter.
- b) Tell Your Fans:** The tell your fans link is a means of uploading your contacts from Outlook or an email service provider or from an email provider (like Hotmail, Gmail, etc) and Facebook will save these contacts and help you send an email alerts to these people about your page. Be careful as some service providers may mark this as spam.
- c) Use Social Plugins:** If you have not already done so, you can get a like button or a comment button for your website or blog about your page. Just follow the links and fill in some information regarding the design of the plug in to be displayed on your website. Click on “Get Code” to get the plugin code. Now embed this code on your website/blog. Most of these plugins are easily created and embedded into just about every site on the web.
- d) Link Facebook and Twitter:** Here you can link your page to twitter to export your page updates. This is a feature that you must enable and is not automatic. By doing this you can send updates about your page to your twitter followers. Also, you can Share status updates, links, photos, notes, and events with your followers on Twitter, directly from your Facebook Page. Of course, you can choose the kinds of things you want to share both on Twitter and Facebook.
- e) Send an Update:** This is a quick and easy way to send an update via email to all the fans.

7. Make Admin: This link can be used to add more admins to your page those who can edit page information and manage page promotion etc.

8. Apps for your Page: These are the applications that are added to your Page in the navigation links section. Click on “Edit Settings” under the application title to add, remove, or name the navigation link. As page Admin, you can find and add the applications to you Page that will make their Page more useful and engaging. To find new applications for your Page, you can visit Facebook Application directory and search the relevant ones. Click on the application you want to add, and if the application you’re viewing allows being added to your Page, you’ll see the

option to “Add to Page” on the left-hand side. To remove an application you added to your page, go to “Edit Page” for your Facebook Page and click the “X” in the upper right corner of an application in the Applications section of that page.

9. Mobile: This is used to use your mobile phone to manage your Facebook pages as you manage your profile on a mobile phone.

10. Insights: Insights are an important feature of Facebook to keep an eye over metrics of content you create on Facebook. You can use Insights Tab to configure metric settings for your page. This is discussed in detail under “Insights” section of this chapter. Click “View Insights” to learn about who your audience is and how people interact with your Page. Also, you can view insights for all of your Pages at Facebook.com/insights.

Viewing and Interacting with pages: If you find a Page that you find on a friend’s profile, in News Feed or in an advertisement, you can click “Like” to like the Page. If you are on a page, you may click the “Like” button that appears next to the Page name. You can also unlike a page if you wish. The Pages that you like will be displayed on the bottom of the Info tab of your profile. Pages you like will never be able to see your information. You can also add content to a page depending upon permissions set by page admin. To share a page with others on Facebook, click the “Share” link that’s located in the lower left column of the page and choose among sharing on your wall, profile, group etc from the drop-down.

Facebook ads

Facebook is endlessly trying to innovate to become an efficient advertising tool and platform for its users. Facebook shows relevant and interesting advertisements to you and your friends which may appear in the right hand column of your pages throughout Facebook. But remember that Facebook doesn’t sell your information to advertisers for their benefit. It simply lets them create advertisements and target them to a specific audience.

► **Creating an Ad on Facebook:** Assuming that you already have a Facebook account, Follow this link to see the Ad Manager dashboard: <http://www.facebook.com/ads/create>. Follow these instructions and blend your creativity into this to create an Ad on Facebook:

► **Designing your Ad:** Your ad is made up of a title, ad body and an image. You’ll also need to specify a destination URL (web address) where you want to redirect people when they click on your “ad”. Fill in the information as explained below:

Destination URL: This could be an external URL like your web site page or a Facebook page, game, application URL.

Ad Title: Write the text for your ad's title. You have a word limit of 25 words, so be precise and creative enough to grab attention.

Ad Body: You can add text to describe what you're advertising. Here you a 135 character limit.

Ad Image: Here you can add an image to your ad. Remember that the image should be clear eye capturing and relevant to your advertisement.

You'll always see a preview of your ad as you create it.

► **Targeting your audience:** Most successful ads on Facebook and elsewhere have a very smart targeting and making your Ad reach people who fill find sense in clicking on it. You can target people based on different criterion including:

Location: You can choose by country, city, state, province, or country.

Demographics: by age range, gender or a specific language.

Likes and interests: Facebook Ads become special because of this target filter where you can filter people based on their interests and not only on Keywords. For example, if you sell sportswear, you can target people with sports as their interests. Also, you can select from a broad category.

Education and work: You can direct your campaign to students in a specific college or people with a particular level of education using these options.

Connections on Facebook: You may see an option to target according to people's activity on Facebook if you are creating an Ad for Facebook related pages, games etc.

As you change your targeting preferences, the total number of people who might see your ad changes and should remain to an appropriate count for a successful Ad.

► **Campaigns, Pricing and Scheduling:** A campaign is an ad or group of ads that share a daily budget and schedule. You can create a new campaign or add more Ads to the same campaign later when you have more than one Ad. Here you can choose your account currency and time zone. You can also give a name to your campaign and choose your daily budget among these two options:

Daily Budget: If you choose to give a daily budget by selecting "Per day" in the budget option, you will never be billed more than the

amount you fill in on any day as after your budget is over, Facebook will not display your Ad.

Life-Time Budget: If you choose to give a budget for the entire time period for which your Ad shall be displayed, choose Life-Time Budget from the drop down and select the start and end date of your campaign.

You can choose your pricing policy among these:

Cost Per Click (CPC): You can use this pricing when you wish to drive specific action to your website/Facebook link and you will have to pay whenever someone clicks on your Ad.

Cost Per Thousand Impressions (CPM): In this type of pricing, you pay based on the number of people who view your Ad. Use this if you just want to raise awareness or publicize your product/service among a targeted audience.

You have to choose a maximum bid for your campaign (You can use the suggested maximum bid Facebook generates automatically based on your targeting) and your ad will work according to Facebook Advertising System. When you set a maximum bid, you are saying that you are willing to pay up to that bid price per click or per thousand views of your ad and you will never be billed more than this and never exceeding your budget. At the backend your max bid competes against other advertisers' bids to determine which ad gets displayed on Facebook to the target audience and how much you actually pay.

Finally you can review, edit or place an order for your Ad and pay using major payment gateways. And you're done! Run your Ads and test them. If you are an admin of a group, event, app, or Page, you can have your ad link directly to it. Any items that can be advertised will appear in the drop-down menu when you select the "I want to advertise something I have on Facebook" option while creating your Ad.

► **Viewing and Managing your Ad:** You can view your ad as well as all the statistics related to the ads you have created on Facebook Ad Manager Page on <http://www.facebook.com/ads/manage/>. On this page you can edit costs, add or delete your Ads.

Business Accounts

Designed exclusively for people interested in enhancing their business using Facebook, Business Accounts are for individuals who just want to have Facebook page and their ad campaigns. People have business accounts do

not have access to profiles of users or other content on Facebook and their accounts do not appear in search results.

To create a Page, simply click on the “Create a Page” link under the Sign Up section of www.Facebook.com. Now you will be asked to choose a category of page and then you’ll be taken to login page where you should choose “I do not have a Facebook account” and enter your details to get your new business account on Facebook.

Facebook Connect

This feature lets you log onto third-party web sites, applications, mobile devices and gaming systems with their Facebook identity. Connect is a set of APIs from Facebook that let you do this. Hence by logging in, you can connect with your friends and post information and updates to their Facebook profile. This way, you can connect with your friends on and off Facebook.

Facebook Places

The “Places” page shows you a map of where you are currently located; a list of friends who are currently in that place and a Friend Activity stream of other friends who have been to this place before.

You can use the feature, if you have mobile access to Facebook (either through m.Facebook or the Facebook application for iPhone, Android, Blackberry v1.9). To access the “Places” application through your devices’ web browser- First point your browser to <http://touch.Facebook.com> and then tap the “Places” tab. Once when you are prompted to share your location, tap “Share Location” to check-in your place. Then you are given 4 options to choose to post on your wall, on your friend’s wall, in a group or as a private message to only chosen people.

► Check-in your place

After going into the “Places” application, click on Check-in. You are given a long list of places that you can select from. If your place isn’t in the list, type the name of the place you are, into the “Search nearby Places” box. You can write a description of what you are doing at that place. You even have an option to tag your friends by clicking on “Tag friends with you” link and choose friends from your friends list. Finally, click on Check-in to share.

To “check out” or leave a place, remove the story about the place in the following manner:

► **For iPhone or Android**

- Go to the places story on your profile.
- Swipe your finger in a leftward motion over the story.
- Tap the red “Delete” button to remove the story.

► For m.facebook.com, touch.facebook.com and facebook.com:

- Go to the Place’s story on your profile.
- Select “Remove,” and then “Delete” when you are asked if you’re sure.

You can control who you are sharing with by going to “Privacy Settings” from Account drop-down, then click on “Customize settings”.

Here, you can select who you want to share this information with from the drop down: “Places you check into”. Select or deselect the Include me in “People Here Now” after I check in option. You can even Enable or Disable the “Friends can check me into places” option, to allow your friends to allow/disallow your friends to tag you along with him/her.

► **“Places” for your Business**

“Places” can be advantageous to your Business as you’ll be able to advertise your business’s place just as you advertise your Facebook page. To advertise, select the option “I want to advertise something I have on Facebook” when you are creating an ad and choose your place from the drop-down menu. But for this, you’ll have to claim your place.

To claim your place, search for your business name via the Facebook Search Bar. If a place for your business already exists, click on it; if not, you’ll need to visit the business’s physical location and create a place for it (as mentioned above). Then, you’ll have to verify that it is your business through phone or document verification. Then, your place is on Business places.

Go and make a place for your Business on Business Places. Facebook doesn’t even charge for it!

Facebook Insights

This feature in Facebook provides Facebook page owners and Facebook platform developers with metrics about their content. This will help the Facebook page owners understand and analyse trends within user growth and demographics, consumption of content which will help them improve their business with Facebook. “Insights” is a free service provided for Facebook.

Only Page administrators, application owners and domain administrators can view the Insights data for the properties they own/administer. To see the metrics of your Facebook page:

Go to your page on Facebook and then click on “Edit page”.

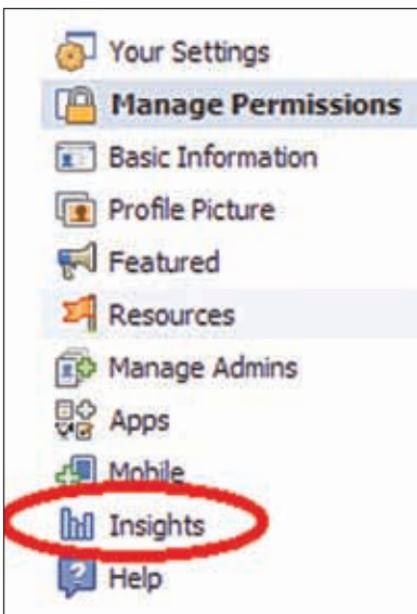
You can find Insights on the left menu.

► Services by Insight

- Data is aggregated on a daily basis and is made available within 24 hours after the full day is complete.
- You can export data from the dashboard using the “Export” button at the top-right corner of the dashboard.

After you click the Export button, a dialog allows you to specify the data range that you would like to export data. You can get the data as an excel file or as a CSV file.

- The Insights Dashboard provides you only a section of data recorded for your page. The full array of data can be accessed by “Insights FQL table” or through the “Graph API”. 



Managing Insights of your page

FACEBOOK PRIVACY

Remember the days of IM in its infancy,
when anonymity was the need of the
hour? Times have changed, thankfully!

Facebook always strives to provide strong privacy settings to its users. You can have a flawless experience of using Facebook if you know how to set the right privacy settings. Here you will find the basic overview of options that Facebook provides you for controlling your privacy.

You can access Facebook Privacy Settings and adjust it by going to the “Account” tab and clicking on “Privacy Settings” in the drop down. You will be taken to the main privacy settings page that divides the Privacy Settings into four major sections. In a nutshell, each of these major sections has a set of privacy settings that are related to specific things you can control on Facebook. These sections are as follows:

1. Sharing on Facebook: This contains settings about all the content you share on Facebook such as updates, Photos, videos, contact information, birthdays, comments, tags, etc. A table of contents just below the “Sharing on Facebook” sub-heading describes what to share with whom.

You have five options. Share everything with – everyone, friends

Choose Your Privacy Settings

Connecting on Facebook
Control basic information your Friends will use to find you on Facebook. [View Settings](#)

Sharing on Facebook
These settings control who can see what you share.

	Everyone	Friends of Friends	Friends Only	Others
Your status, photos, and posts	Everyone	Friends of Friends	Friends Only	Others
See and favorite quotations	+	+	+	+
Family and relationships	+	+	+	+
Photos and videos you're tagged in	+	+	+	+
Religious and political views	+	+	+	+
Birthday	+	+	+	+
Permission to comment on your posts	+	+	+	+
Places you check in to	+	+	+	+
Contact information	+	+	+	+
<input checked="" type="checkbox"/> Let friends of people tagged in my photos and posts see them.	+	+	+	+
Customize settings	This is your current setting.			

Editing Share Privacy Settings

Choose Your Privacy Settings > Customize settings

[+ Back to Privacy](#) [Preview My Profile](#)

Customize who can see and comment on things you share, things on your Wall and things you're tagged in.

Things I share:	<input checked="" type="checkbox"/> Posts by me Default setting for posts, including status updates and photos.	<input checked="" type="checkbox"/> Friends Only ▼ Everyone Friends of Friends <input checked="" type="checkbox"/> Posts by me
	<input checked="" type="checkbox"/> Family	<input checked="" type="checkbox"/> Friends Only ▼
	<input checked="" type="checkbox"/> Relationships	<input checked="" type="checkbox"/> Friends Only ▼
	<input checked="" type="checkbox"/> Interested in	<input checked="" type="checkbox"/> Friends Only ▼
	<input checked="" type="checkbox"/> See and favorite quotations	<input checked="" type="checkbox"/> Friends Only ▼
	<input checked="" type="checkbox"/> Website	<input checked="" type="checkbox"/> Everyone ▼
	<input checked="" type="checkbox"/> Religious and political views	<input checked="" type="checkbox"/> Friends Only ▼
	<input checked="" type="checkbox"/> Birthday	<input checked="" type="checkbox"/> Friends Only ▼

Customizing Privacy Settings

of friends, friends only or share in a way Facebook recommends and Custom settings. If you need more customized settings, and then click on “Custom settings”.

Here you have drop-down menus for each action. For example, you can select if your posts are visible to everyone or friends or friends of friends.

2. Connecting on Facebook: This Controls basic information through which your friends can find you on Facebook. To view/change the settings, click on “View settings”.

These options can be changed by the drop-down menus provided.

3. Apps and Websites: This section controls what information is shared with websites and apps, including search engines. You can view your apps, remove any you don't want to use, or turn off platform completely by clicking on “Edit your settings”. Go to “Facebook for entertainment” section to learn more about this.

Choose Your Privacy Settings > Connecting on Facebook

[+ Back to Privacy](#) [Preview My Profile](#)

Your name, profile picture, gender and networks are visible to everyone (learn more). We also recommend setting the other basic settings below open to everyone so friends can find and connect with you.

Search for you on Facebook	This lets friends and family find you in Facebook search results. Set this to Everyone or you could miss friend requests.	<input type="button" value="Everyone"/>
Send you friend requests	This lets you receive friend requests. Set this to Everyone to avoid missing out on chances to connect with people you know.	<input type="button" value="Everyone"/>
Send you messages	This helps you make sure you know people before adding them as friends.	<input type="button" value="Everyone"/>

Editing your connecting privacy settings

4. Block Lists: This section gives you a lot of options on blocking people. You can specify friends you want to ignore app invites from and block apps. To view and change what you have blocked, click on “Edit your lists”.

Here, you can block users and remove them from blocked lists; block an app and event invite from a specific friend, and edit the list of blocked apps.

SAFETY FEATURES IN FACEBOOK

As we have seen, Facebook ensures your privacy is respected. However, with safety features inbuilt, Facebook also ensures your safety to a significant extent.

Aimed as a social networking product to its core, Facebook exercises all efforts to remain social and rid itself of anti-social and abusive content. Facebook also ensures that your account is safe and your private information is secure. Facebook actively blocks users reported for cyber bullying, posting abusive content etc. Recently, Facebook enhanced its safety features to improve user security and safety. Here we provide a brief overview of these features to help you better understand these tools to maintain safety and security of your Facebook account.

- 1. Login Approvals:** This feature helps a user to protect his/her account from being hacked or being accessed by an unconfirmed device. Users

can turn this on manually and create a special access code. They will be asked to enter this access code whenever they login to Facebook from a new device. Login approvals is a Two Factor Authentication system that requires you to enter a code we send to your mobile phone via text message whenever you log into Facebook from a new or unrecognized computer. Once you have entered this security code, you'll have the option to save the device to your account as trusted devices so that you don't see this challenge on future logins.

You can opt for login approval whenever you login from a new device. You need to confirm your phone and create an access code.



Confirming your phone

If Facebook ever sees a login from an unrecognized device, you'll be notified upon your next login and asked to verify the attempted account access. If you don't recognize this login attempt, you'll be able to change your password and keep your account safe.

If you ever lose your phone and have login approvals turned on, you can access your account from recognised devices and authenticate access to new devices. Having these trusted machines associated with your account prevents lockout and ensures that you can regain access to your profile.

2. Social Authentication: Facebook has a security feature that uses social authentication to prove a user's identity with a particular user account. The feature can be used when an account is compromised and requires users to identify pictures of their friends to regain access to their account.

3. Improved HTTPS: Facebook now supports secure HTTPS browsing which helps users keep safe while accessing unsecured wireless networks. You can choose to opt for [HTTPS](https://) browsing by simply going to "Account" on the top bar and clicking "Account Settings". Under the settings page, scroll down to see the "Account Security Section" where

you can choose to allow HHTTPS Browsing .For people who spend time on Facebook using third-party applications, when they are accessing a non-*HTTPS* application while surfing in *HTTPS* mode they will automatically be switched back into *HTTPS* mode when they finish.

- 4. Report abuse/Mark Spam/Block:** Often we wish to report content that is abusive or block a person from Facebook. You can do this by clicking on “x” icons all across the website for news feed content, wall posts, pages etc and choose among “Mark as Spam” or “Report/Block user”. You can also use these options from “Actions” menu in the “Messages” view to report abusive messages and block malicious users. Reports are confidential. People you report won’t know that they’ve been reported. After you report, Facebook will investigate the issue and determine whether or not the content should be removed based on the Facebook Terms.
- 5. Social Reporting:** Social reporting tool also allows users to contact the individual responsible for posting the offensive content, be it an image or defamatory remark, directly if they wish. Users can also contact Facebook directly if they want to report a violation, and they can include additional Facebook users as contacts for follow-up, but the new option of direct contact is intended to help users better understand what constitutes objectionable content.
- 6. One Time Password:** A one-time password is an optional security feature that can help protect your account security when you log into Facebook from a public computer. It is not suggested to enter your usual password on public computers as they may have password trackers, key loggers etc. To receive a one-time password, just send a text message to 32665 with the message “otp”. Facebook sends you a unique, 8-character temporary password which is only active for twenty minutes and cannot be reused.
- 7. Remote logout:** If you logged on Facebook from your friends phone or PC and forgot to logout, you can do this remotely by going to “Account Security” section of “Account Settings” page. Here you can see your recent activity and under “Also Active” you can end any activity that is listed to logout from that device.
- 8. Safety Center:** Facebook has a safety centre on web which can be accessed on the link: <https://www.facebook.com/help/safety/> . It has advices on how to use social media and has pages for teens, parents, and teachers etc to spread the word about safety features on Facebook. 

TIPS YOU MUST KNOW

Some handy tips would help you zoom through the alleys of networking on Facebook

- 1. Update Facebook Status from Firefox:** If you are a Firefox addict and you just don't like going away, you don't need to leave Firefox to update your Facebook status. Just install the FireStatus add-on and update your status right from your Firefox browser. You can also use the Facebook Toolbar to completely manage Facebook from your Firefox browser. For FireStatus, follow: <https://addons.mozilla.org/en-US/firefox/addon/firestatus/> and for Facebook Toolbar, follow: <https://addons.mozilla.org/en-US/firefox/addon/facebook-toolbar/>
- 2. Get the photos on top of your profile page back:** If you are the one who saw some recently tagged crazy picture of yours on the top of facebook profile page and to get rid of it you clicked the "X" button and now you see those gray boxes or you want to restore those photos back. Follow these steps:
 - Click the "Edit My Profile" icon at the top left.
 - Click on the "Profile Picture" tab.
 - Click the "Unhide all" button next to "Row of photos at top of profile".

If restoring wasn't successful, make sure you're using a decent browser. Now the photos you deleted from your Photo stream will be restored.

- 3. Create a profile banner using Photos on top of your Profile:** This can be easily done using MS Paint. The 'trick' is to grab a full size picture and cut it into 5 different slices, which are each photo stream photo. Then Upload them all into an album and tag yourself in each one in the correct order (tag a photo last if you wish to see it first in the banner) to give the look of a banner. You can also use a website called FBanners.
- 4. Using Facebook Search like a Pro:** Not all of us know how powerful Facebook Search is. It has many advanced features that you may find useful. For example if you are finding a person named Ashish Singh and you want to filter your results only to people who are married , you can type name: Ashish Singh status: married in the search bar. Also you can search two things at a time by using the vertical line “|” character between the two terms.
- 5. Posting a status message longer than 420 characters:** If you don't want to take pains of writing a Note, you can share a text larger than 420 characters by sharing any photo for your drive and writing the status in “Say Something about the photo” textbox.
- 6. Scheduling your Facebook messages and status:** If you want to schedule your Facebook messages to be sent sometime in the future, Sendible (<http://sendible.com/>) is a great tool to do that. You can also use Sendible to schedule your status updates.
- 7. Remove Facebook Ads from your profile:** You can do this by using a Greasemonkey Plugin script called Facebook: Cleaner (<http://userscripts.org/scripts/show/27121>) removes many of the annoying ads and updates for your facebook page.
- 8. Download Facebook Photo Albums:** If you ever feel the need to download complete photo albums from Facebook, you can easily do it with either a Windows desktop application named FotoBounce(<http://fotobounce.com/>) or even other software available on web.
- 9. Talk like a Pirate on Facebook:** If you ever wish to talk like a pirate, you can set your Facebook to appear like a pirate page by going into “Account Settings” where you can go to Languages section to change Current Language Settings and setting it to English (Pirate).
- 10. Using cool symbols in your status updates:** 14. You can make your status updates interesting by adding cool symbols by simply copying them from the link: <http://www.hongkiat.com/blog/cool-ascii-symbols-get-them-now/> and pasting in your status updates. 

AN OVERVIEW OF GOOGLE+

A lot's been spoken about Google+ – from being a Facebook killer, to being regarded by some as the next Buzz and Wave. Time for you to decide.

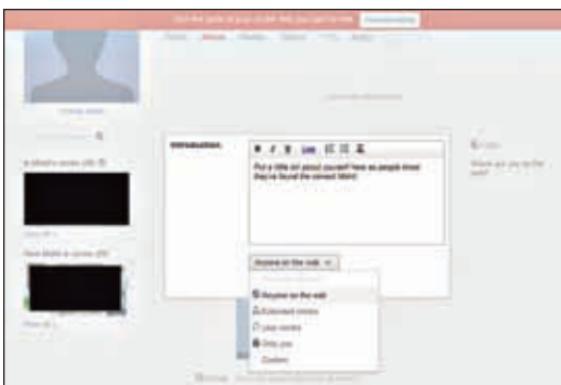
Go to <https://plus.google.com> and sign in, then join the network. No sign up and importing your contacts? Well, there you have the first plus point of Google+ and that's just because Google is handling it. The tedious work of logging into your Gmail or yahoo id and confirming is avoided. Before you join, it mentions to you that your photos from Picasa will automatically get imported to Google+. Ah! Now there's the second plus point. There goes the extra effort of uploading your photos onto a social network! Upload them on Picasa and you have them on Google+ too.

Once you finish joining, start editing your profile. Your Google Profile is now the hub of your Plus experience, the backbone that everything else is built upon. There are five tabs in your profile page - Posts, About, Photos, Videos, +1s. An additional Buzz tab would appear if you are on Buzz also.



First view of your profile page

► **About:** That's the "About" page which consists of all the basic info. You can start filling in your information, but you can control the information that is shared. You can assign different visibility levels to most parts on your profile. For example, if you click on "Introduction" in the "About" page, then a pop-up window something similar to this will appear:



Sharing on profile

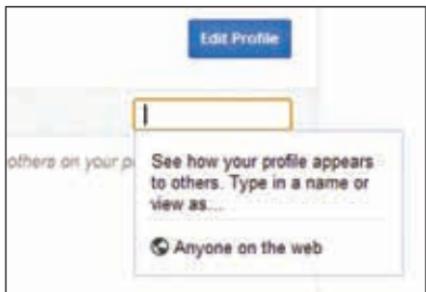
You can choose who can see this part of the profile.

► **Posts:** Clicking on the "Posts" tab will show you all your posts. As you just joined, you won't have any in this tab.

► **Photos:** The "Photos" tab consists of settings of photos and tags. This tab contains an option to choose people whose tags of you are automatically approved to link to your Profile.

► **Videos:** Similar to the "Photos" tab.

► **+1's tab:** This keeps track of all your +1s. Read further to know what's +1.



Viewing your profile in other's prospective

profile as". Enter the name of the person whose view you'd like to check. You can review your profile information from the perspective of the person that you've selected.

Hence, you can easily see how your profile appears to different people, such as your coworker, someone in your Friends circle or the public. For example, you could confirm that a person you added to one of your circles can see your profile introduction, but not your phone, email or address information.

If you feel anything is wrong, then click on "Edit profile" and check your share settings again.

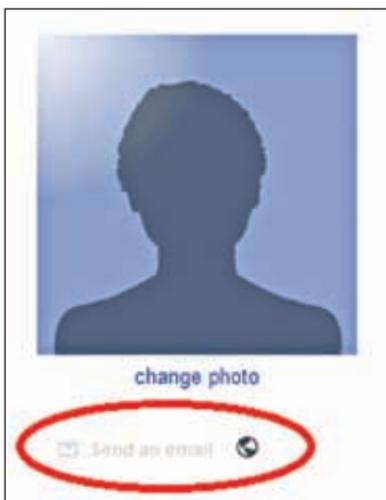
► **Let people contact you:**

You can let people contact you through your profile by e-mailing to you. To allow this, click on "Edit Profile". Then click on "Email is off" under your profile picture and select "Allow people to e-mail me from my profile". If you see

'Email is on,' you're already able to receive emails through your profile, and don't need to complete these steps.

Once you complete your profile, hit onto the Home page. Let's see how best we can use this new platform from Google. 

After editing your profile, you would definitely like to see how your profile looks when anyone else is seeing it, Right? Google gives you that option too. To the right side of the screen, below Edit Profile there's a search box on which is written – "View



Emailing others through their profiles

BASIC FEATURES

You don't have to shake before use. Just read, and enjoy. If you're impressed, try it out. If you're still not convinced, try it out

Stream

The first impression one would have after looking at Google+ would be – “Ah! Is it Facebook that Google recreated?” This impression is due to its feature that they named as “the Stream”. Stream is a wall of feeds which is very similar in appearance to Facebook. This showcases shared photos, videos, and status updates which you can comment on.

What's this “+1”?

Use the +1 button to publicly show what you like, agree with, or recommend on the web. You must have seen this all over the other Google services too like search. In Google+, you can '+1' a post to show others that you truly enjoyed it or recommend it. Once you '+1' a post, everyone who may see the post can see your '+1' too. But, Google's algorithms generally show your '+1s' only to people in your social network. Hence, if you can see a '+1', then that means he's in your social connections and that recommendation might be valuable to you. So, just because you can see someone's '+1' doesn't imply

that he might see yours. Your '+1' would be visible only if you are in his social connections.

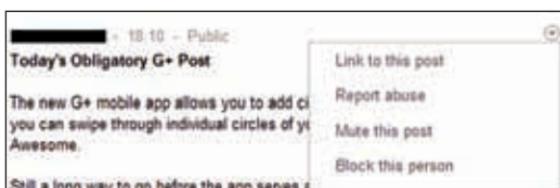
To view someone's '+1s' or your '+1s', you can go to profile and then click on '+1' tab. Then, you'll be able to see all the +1s made by the person.

I'm sure that you would say, 'Ok! Similar to Like in Facebook! C'mon! Is there anything new in Google+ at all?' But, there are some options that set these both apart

In Facebook what you can do with a post is: Delete it or Report it and that's it. With Google+ you can do much more, have a look below:



Editing your own post



Editing other's post

You can Edit your own posts & comments, Delete them, Disable the comments and Disable re-sharing it, which isn't the case in Facebook. The "Limited" next to the post shows the type of post (if it's public, private or limited).

You can Link to a post, Report it, Block the person or Mute it (which stops updates regarding this post – notifications). You can re-share a post by clicking on "Share" at the bottom of a post. The people you re-share the post with will see the name of the original poster and the content, but not any comments or +1s on the original post.

Circles

You can't fail to notice this feature which is all over Google's promotions- the "Circles". Just like in real life, you can put people into "Circles" in Google+. Now you can put friends into one circle, family into one and maybe even your ex-girlfriends into one circle. Ok, I think I know what you are going to

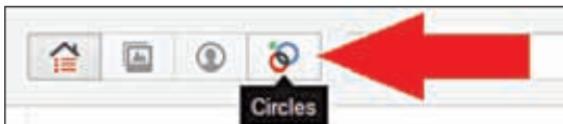
say, "Like Friends lists in Facebook?" Yes, Facebook does allow users to create 'Lists' for sharing information with only certain groups of friends. But, the interface and usability has been too much of a hurdle for the casual user. Interface is the section where Google+ completely beats Facebook. You can categorize people into circles by just "drag and drop". It's that simple. Let's see how to add people into circles:

Adding People to Circles

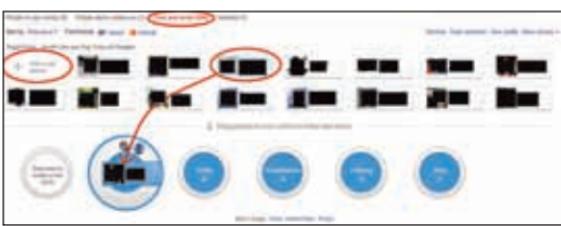
By default Google offers following circles to you.

- ▶ Friends
- ▶ Family
- ▶ Acquaintances
- ▶ Following

Creating circles



Click on "Circles" option situated on the top of "Stream" region (shown in the figure).



Adding people to circles

Then you must be able to see a screen something similar to this:

This is known as the "Circle Editor".

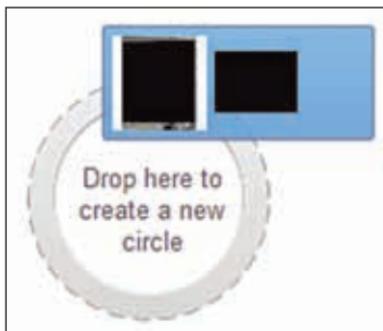
Under "Find and Invite", you can add people to your circles. The list contains the people who are already added on your Gmail. However, there is an option to "Add a new person" (shown in the picture). Click on the person you want to add and drag his profile into the circle you want to add him. By double-clicking on the Profile-name, the profile of that particular person opens up. Hence, you can view his profile before circling him, in case you can't remember your association with him.

New Circle

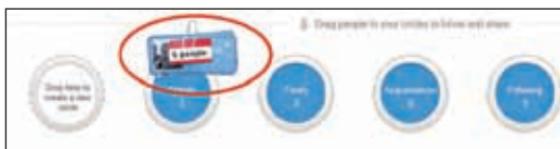
To create a new circle, click on “Create new Circle”. Then, a pop-up opens up. Here, you can name the circle, add a description to it and add persons to it.

Another method for creating a circle is to drag a person onto a circle which read “Drop here to create a new circle”.

Including more than one user is graphically very well represented (shown in the picture). To remove a person from the circle, simply catch him from the circle you want to remove him from, drag and drop him back into the list. A red “-1” symbol indicates the removal. One person can be added to more than one circle.



Creating a new circle



Adding more than one person to circle

To view all the people in a circle, mouse over the required circle. There's an option to delete any circle if you wish. Once you click on a Circle, you can see a pop-up window that shows various actions you can perform in this circle.

Circle Options

Google+ gives you the freedom to tweak with the “Circles” by using the Option pop-up window. Following changes can be made to the circles:



Pop-up window of Circle options

Edit Description

Circle's description can be edited by clicking on the option "Edit Description" present just below the name of the circle.

Find

Find option is present on the top-right side of the pop-up (top-right red ellipse). It is used to find users in a particular circle, just in case you have too many to handle.

Sort by

Used for sorting out the list (Left red ellipse). You can sort the users on the basis of Relevance, First name, Last name and Recently Updated.

Other Options

You can view the stream from this circle which will show all the updates of people in this circle. Note that, only those updates which you are accessible to are shown.

The "View circle in tab" option shows all the users in this circle in a separate tab along with "People in your circle", "Find and invite" as shown in the picture.



There's an option to rename the circle. There's even an option to delete this circle, which might come handy sometime. Once a cycle is deleted, anything that you have previously shared with people in this circle will no longer be visible to them, unless you shared it with another circle they are in. Anything you have shared only with the circle which you deleted becomes private and is visible only to you. If anyone in this circle is not in any other circle, you won't be connected to him any longer.

Use of Circles in G+

After all this, you have categorized all your contacts into different circles. You might be thinking—"Now what? What do I achieve by this, apart from grouping my contacts?" To understand the motivation behind Google introducing Circles, read the following points about Circles:

- ▶ Circles are different set of groups, or lists with different permissions. You can add your contacts in these circles to make sure that you don't share your information with those who shouldn't see them.
- ▶ You will get updates from contacts that you have added in your circle. Just like twitter, you start getting updates from those who you added in your circles.
- ▶ You can compartmentalize the information you want to provide to people. If you don't want your Boss to know about your latest vacation, don't let your "Work" circle access your vacation photos and updates.

Basically, Google connects its "Stream" feature with the "Circles" and gives you this awesome ability to compartmentalize incoming and outgoing information easily. This makes handling people easy. Imagine the ability to break down Facebook into its various constituent parts and keep them separate from each other as opposed to one giant feed. That is what Google has done with Plus. There is one main stream where all your friends updates show up then the option to see updates from only certain groups like "Work," "Friends" or "Family." This is the essence of Circles.



Google+ stream and its filters

Here, you can filter your stream by selecting a specific circle. In this picture, no specific circle is selected. Hence, all updates are displayed on Stream (marked in Red). If one of the following circles is selected, then the stream will contain updates only from that specific circle.

Once you have your circles ready, get ready to start posting status messages. But, posting a status update in Google+ is not like sending a Tweet or updating Facebook. The core functions of an update are present - photos, links, video and location - but when you hit "share" it doesn't automatically post your message to everybody in your circles. You have the option

to decide which circles your update is posted to, from individual groups to all circles, to extended circles, or just a single person. That's the power of "Circles + Stream" in Google+.

Privacy of Circles

Google assures complete privacy of circles. If you add a person to a circle, then you are the only one who gets to know the title of circle he/she is in. Although, People in circles that you share with may be able to see some of the others with whom that content was also shared. For example, if you post something on "Stream" and share it with only limited circles; then the person who can see the post can tell whether it was shared publicly or to a limited group.



See who else the post is shared with

Hence, if you share it with a limited group of people, then the person who can see the post can click Limited at the top of the post to see the profile pictures of up to 21 other people who can also see that content, as well as the total number of people on the post (As shown in the image). If one hovers over a photo, he'll see that person's name and can click over to their profile, or add them to a circle.

Extended Circles

When you share something in the stream, you might notice an option to share with your extended circles. Your extended circles are like your circles' circles. Content shared with your extended circles could appear in the "Incoming" stream of people who are one degree removed from you with certain conditions--namely that only those people are included whose association with people you know is already visible to you.

If a person shares a post to extended circles which you are a part of, then you'll get an Incoming which will be shown on top of all "Stream" posts.

“Incoming” streams can be viewed by clicking on “Incoming” option below all the circles to the left of the screen.

You’ll never be able to see a list of people in “Extended circles” as it’s an ever-changing list.

Blocking someone on G+

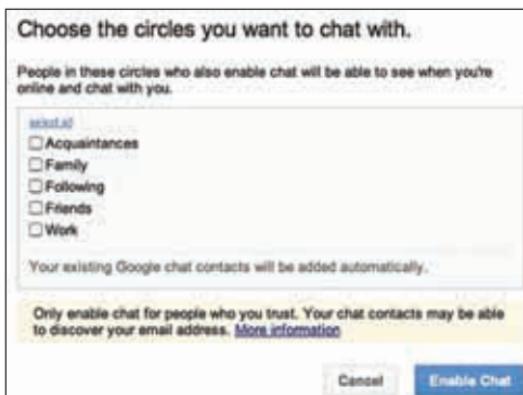
To block a person, go to his profile and you can find – “Block this person” option to the bottom-left of the screen.

You can block a person even in the “Circle Editor”. Select the person you would like to block and then, click on “More Actions” in the top menu corner and then select “Block”.

Chat

Chat is an obvious feature that exists in Google+ which is situated to the left side of the screen below “Notifications”. You get the usual chat, the one you have in Gmail. All your contacts on Gmail, iGoogle, Google talk and Orkut are added on chat in Google+ too. It is needless to mention that there is an inbuilt audio and video chat option available.

Once you click on the chat option, a pop-up window opens. Something similar to this –



Choosing circles you want to chat with

Hence, you can select circles that you want to chat with and avoid coming in contact with particular people (circles).

Add people to chat with

► **Individuals:** Simply type the person’s email address into the chat search

box and click Invite to chat. A note will appear in their Chat list letting them know that you want to chat with them. Before you can chat with someone, they must also add you to their chat list.

- ▶ **Circles:** After you've enabled chat you can select the circles that are allowed to chat with you by clicking on the arrow next to Chat and selecting Circles from the drop down menu.

When someone adds you to their circle, you'll be able to see them in your chat list.

How to start a chat conversation

This might be too basic for many of the chatting freaks out there. But, just brushing up the basics:

You can start a chat conversation by clicking on the person you want to chat with in the Chat list situated to the left of the screen.

Once you click on the person you want to chat with, a white chat image should replace the "green" online symbol and a chat window should open up.

Chat Window

In the chat video, you can see various options. To the left you can see 3 options for video, audio chat and an option to add people to an existing chat.

With the last option

you can start a group chat by start a conversation (chat) with a person and then add people to the same chat by typing their name or e-mail id in the box. To get out of a group chat, click on "X" button. But, if you want to get back to the group chat, then you would require an invite to the group chat.



Snapshot of chat window

Action Drop Down

By clicking on the "Actions" menu, a drop-down will appear. You can find options to-

- ▶ **Go off the record:** This won't save any of the conversation you have with this person in this chat.
- ▶ **Block [person name]:** This option will block this person and he won't be able to see if you are online.

Note that, when you appear in someone's chat list in Google+, it's possible that person could discover your email address. While your email address won't be displayed in the chat list in Google+, it is displayed in the chat lists of other Google products (Gmail and iGoogle, for instance). The members of chat lists are consistent across Google products.

Hangouts

"Hangouts" is the coolest feature of Google+. Essentially it is an area where your circles or a selected group of friends can video chat all on one screen. "Hangouts" are the best way to convey your friends that you are online and want to Hangout. "Hangouts" let you relax with friends who are scrolling through the web like you and it lets you use live video chat that puts all of you in the same room together. It helps you to coordinate plans, whether it's working on a project or meeting up for lunch.

To participate in a Hangout:

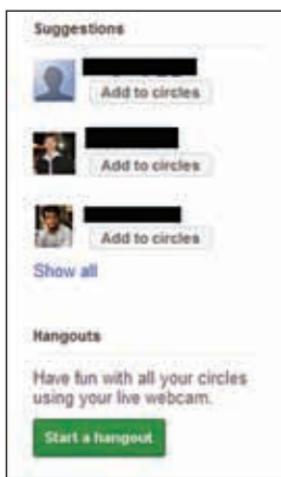
i) Start one

To start a "Hangout", click on the Green button which appears on the right side of the screen below "Suggestions"

Then, you'll be taken to a Green Room where you can check your camera and microphone settings, see if everything's working fine. In the Green Room, you can choose circles or individuals who can be added in this "Hangout". Once you click the green Hang Out button your video feed will be broadcast.

Once you call for a Hangout, all the people in your circles whom you invited can see on their "Stream" that a Hangout is going on. So, if they wish to join, they can join the "Hangout". You should understand that no one owns a Hangout; anyone in the Hangout can invite anyone else. So while your hangout could start with a group of people that you know, it could evolve into a completely different crowd.

Even after a Hangout starts, you can invite more people into your Hangout by clicking on the "Invite" option at the bottom left of the window and invite circles or add specific people.



Starting a Hangout

Maximum 10 people can be invited to a hangout. If additional people try to enter, they'll be told the hangout is currently full.

ii) Join a Hangout

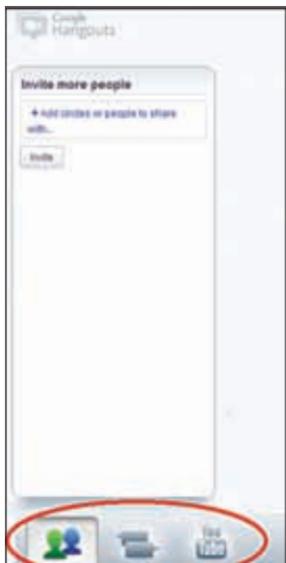
Joining a “Hangout” is pretty easy. If you are invited individually or in a circle that was invited, then you'll see a post in your “Stream” that a Hangout is going on. You'll also receive a notification if you were individually invited to the “Hangout”.

If you go and try to start a new Hangout, you'll be shown all the Hangouts that you have been invited to. If you were individually invited and signed in to Chat, you'll receive a message with a link to the hangout. This isn't the case if more than 25 people were invited.

If you weren't invited to a hangout, you can still join in if you have the URL of the “Hangout”. When you enter a hangout, you'll see the current participants, broken down according to who is in your circles and who isn't. This way you don't have to hang out with anyone you don't like or don't know.

After joining in Hangout

- ▶ **Text-Chat:** Once the Hangout starts, you can chat with people whom you are hanging out by clicking on the chat option (just beside the “Invite” option in the “Hangout” window).
- ▶ **Group Text-Chat:** Isn't Hangout after all a Group video chat? So you shouldn't be surprised to see that you can group chat with people. So once the hangout starts, you can chat with all the people who are in the Hangout at once.
- ▶ **Watch YouTube Videos:** This is another illustration of how Google used its other services to make Google+ look good. You will be able to watch YouTube videos by clicking on the “YouTube” option (along with chat and “Invite” options). To talk while viewing the video, click on the “Push to Talk” button or mute the YouTube video which automatically activated the mic.



Inviting more people to a hangout

Who can enter my Hangout?

Any Google+ user can enter your Hangout as you don't know who is inviting whom. As each Hangout has a specific URL, this can be shared by others to invite more people. So, be choosy in whom you invite to your hangouts, if you want them to be private.

What else can I do in a Hangout?

Google does give you freedom to do a couple of things which might be useful to you at situations.

- ▶ **Muting Microphones in a hangout:** To mute someone's microphone, just hover over his/her video thumbnail and click the Red Microphone button and confirm that you want to mute them. Everyone in the hangout will be notified by a notification bar that you muted the person. However, whoever you mute can un-mute themselves by clicking their microphone in the Hangout tool bar.
- ▶ **Mute video:** If you want to do something secretly and don't want everyone on Hangout to see it, you can mute your video by clicking on "Mute Video". Then a black screen will appear instead of your video.
- ▶ **Report problems:** If you have any problems to be addressed regarding your video or audio issues then you can click on "Issues" to help Google to help you.

Sparks

Sparks is the part of Google+ where you can find content on the Web that you are interested in. It brings you stories on the things that you love from



The Sparks window

across the web so that it's easy to strike up meaningful conversations with your friends.

Click on "Sparks" which is present on the left side of the profile.

Once you get to the Sparks page, you can see a list of Featured Interests. Don't worry; you are not bound to like them. You can start typing in the Search field (shown in the image).

Let's say you are crazy about Gaming. Then after typing Gaming in the search field, you'll be shown a list of posts/news/interesting things about Gaming. You can click on any post to view it completely. You can click on "Add interest" button to add gaming as your interest and you will always be updated with latest News on this topic. But your interests will be private only to you. No one else will be able to view it.

Share Sparks on Stream

You can share the list of posts which you view on Sparks onto your Stream. Again you'll be given options whom to share with, etc... Isn't Google+ all about circles?



Remove an Interest

Let's say you are not interested in gaming any more. So you can click on the "X" that is adjacent to the interest under "Sparks" in the left side of the window.

Photos

"Photos" in Google+ has one important plus point which makes it an important feature. All the photos from Picasa are directly imported to your albums and are made private by default. Hence, a lot of effort

and time of uploading the photos again onto a social networking site is reduced.

Uploading Photos

If you want to add more photos in Google+, it can be done in 2 ways:

- ▶ **Share from Stream:** You can upload photos by sharing from Stream. Click the “Camera” option in the Share box. Then you can select the circles and people whom you can share these photos with. All the sharing options of above features are also valid here. Then clicking on the “Camera” option again gives you a drop down menu of 3 options – “Add Photos”, “Create an album” and “From your Phone”. We’ll deal with the phone part later.

Add photos

Click on the Add photos option to select photos from your Computer and upload them. Then your profile should look something similar to this-



Adding photos

Here, it shows what photo you are uploading. Google+ gives option to edit this photo or to add more photos. To add more photos, you can click on “Add more Photos”. If you click on “Edit this photo”, then a pop-up opens up:

Here, you have an option to upload more photos again. If you hover onto any photo, then you will be able to see options by which you can edit this image. You



Editing photos

can rotate the image to left, rotate to right, delete or add a Caption to the image. Once all the editing is done, click on “Select” to save your changes and go back to the profile.

Create an Album

Click on the “Create an Album” option to create Albums and categorize your photos. Then a window similar to the image should appear:



On the top, you can edit the name of the album. To upload photos onto this album, you can drag photos onto this pop-up or if you prefer to select photos from your computer, that can be done too. Once the photos are uploaded, you can edit the photos (similar to the Add photos option). Finally, click on “Create Album” to create an album with the uploaded photos.

Then click “Share” to share your album/photos with people you want to share. There are 5 sharing options given by Google for Photo-sharing:

- ▶ **Public on the web:** Anyone on the web can view your albums.
- ▶ **Extended circles:** visible to anyone in your circles as well as to anyone in their circles.
- ▶ **Limited, anyone with the link:** visible to anyone with the link. Enabled only via Picasa Web Albums.
- ▶ **Limited:** visible to anyone on your “Shared with” list. Requires viewers to sign in to their Google Account to see your albums.
- ▶ **Only you:** visible only to you.

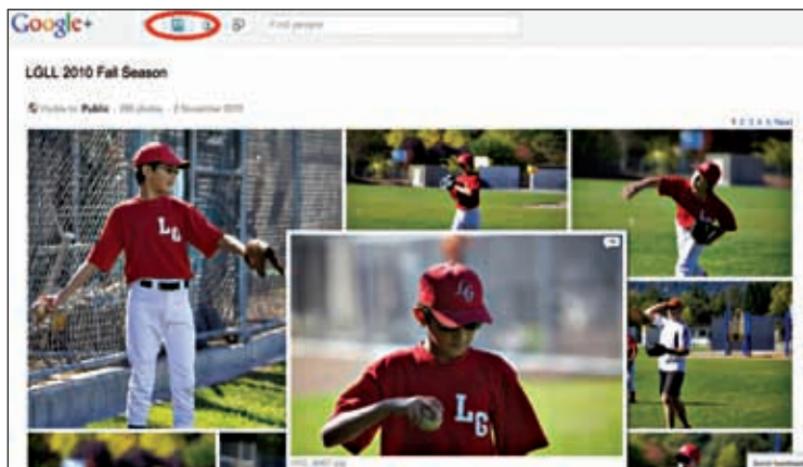
Easy, heh? Now let's look into another way in which we can upload photos.

- ▶ **Share from your Google+ Photos homepage or your Google profile:**

You can go to the photos homepage or go to Photos tab of your profile and upload the photos.

► Photos homepage:

Click on “Photos” icon at the top of the page. Then, you go to the Photos homepage. Here, “Photos from your circles” are shown in a list similar to that in Google Images:



Viewing photos

In this page, you'll be able to see photos from your circles, photos from your mobile, photos of you and your albums. To switch between these go to the menu on the left of Profile.

On the top-right corner, you'll be able to see an option to “upload photos”. Click on it to get a window popped-up where you can create an album and upload photos or you can upload from your phone which will be dealt later. Then you can edit and save the changes.



The left menu of Photos

► Photos tab in Google Profile:

Click on “Profile” option in the top menu and then click on Photos tab in Profile:



Photos tab in Profile

You can have a look at your photos and albums. If you haven't any, Google doesn't fail to mention so that you can upload some! To the top-right corner, you can find "Upload new Photos" option; click on it and then you can create albums, upload photos, edit them and share it with people.

► **Edit your photos:**

Didn't I just tell you how to do that? But, this is something different. It's editing after creating an album, not while creating it. Go to the "Photos" tab on Google profile and then select an Album and click on the photo you want to edit to open the "LightBox" view.



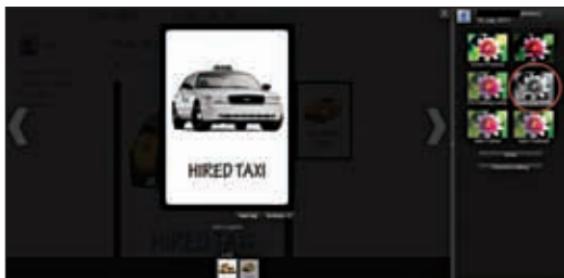
Editing in the "Light box" view

Here, you can add a caption to the image or tag. To edit the photo, click on the "Actions" drop-down menu. You can edit the photo by rotating it to either left or right and delete it. You have more advanced options like:

► **Edit Photo:**

Click on Edit photo option in the Action drop-down menu which opens simple photo editor similar to that in Picasa. This is in its very basic version. Google must be planning to upgrade it to include all the features present

in Picasa. But, for now, let's look into the options that are already featured. You can try changing the color and texture of this picture by exploring all the effects present at the right of the screen.



Using effects to edit a photo

“Black and white” effect is applied on the picture in the image above. You can “Undo” to bring the picture back to normal and click on Finished Editing to save the changes.

► **Photo Details:**

Click on “Photo Details” to swap your picture into a screen which gives you details of the photo. This gives details such as Aperture, Exposure, and Focal Length. These are known as the EXIF metadata (information stored inside your photos). There is a graph which gives details of colors present



Graph region is shown in Red

in each area of the picture. Clicking on the graph will give the details of all colors one by one.

► Adding Tags to a photo

When you add a name tag to a photo, you're letting viewers know who's in that photo. You're also informing people who you've name tagged that a photo of them has been posted. Name tagging a person also lets them access the photo and the related album. Hence to add tags, click on the "Add Tag" option which is beside Action menu. Then drag the box to the face that you want to name and Type the desired name in the box and press Enter.

The person you just tagged

gets a notification and all the people who can view this photo can view it on their "Streams". To remove the tag, click on "X" on the name tag and confirm.

Even people in your circles can tag you. All photos with approved name tags of you will be displayed in the 'Photos of you' section, available from both the Photos tab on your profile and the Photos homepage in Google+.

► Approve or Reject Name Tags:

By default, name tags added by people in your circles are automatically approved and visible to anyone who can view the photo. Name tags added

by people outside of your circles, however, require your approval before the tag is linked to your profile and the photo added to the 'photos of you' section on your profile. Hence, to approve or remove tags, go to "Photos" icon and then go to Photos of you.

Once you click on a photo to open the "LightBox" view,



Removing tag



Tagging a photo

you can see whether you are tagged or not. Click 'tick' to approve tag or 'X' to remove tag. You'll also have the option to block the tagger from name tagging you in the future.

► Post a Comment:

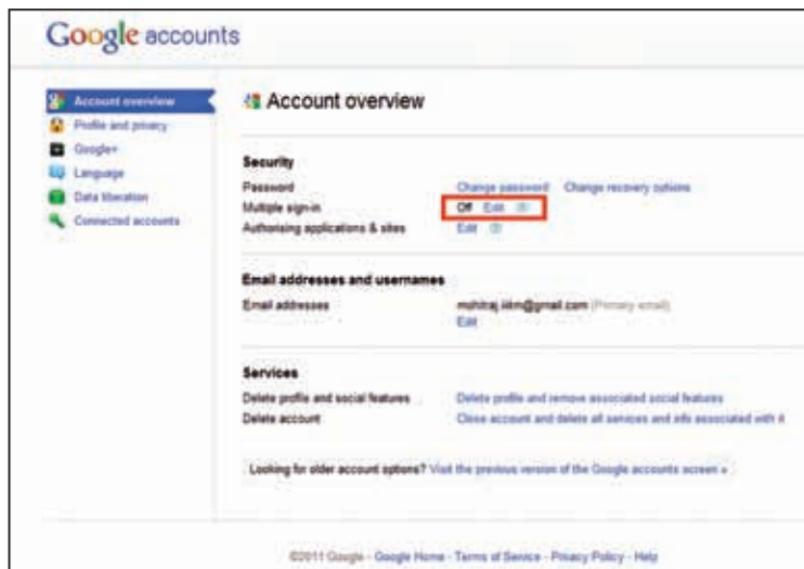
You can post a comment by clicking on the photo and opening the "Lightbox" view and then click on "Add a Comment" bubble, comment and then press Enter.

► Set your Google Profile Photo:

Your Google Profile photo kind of represents you. It makes the people who know you, recognize you and the ones who don't, judge you. And setting your profile photos is a walk in the park. After selecting the Edit Profile option, click "change photo" – situated under your present profile picture.

Google+ settings

A lot of privacy options can be accessed by clicking on "Options Menu" which is situated on the top-right of the page (on Google+ bar). Then, go to Google+ "settings", which opens up a window which contains 6 settings options on the left menu.



The screenshot shows the 'Google accounts' settings page. The left sidebar has a 'Account overview' tab selected, showing links for Profile and privacy, Google+, Language, Data iteration, and Connected accounts. The main content area is titled 'Account overview' and contains the 'Security' section. Under 'Security', there are three sub-sections: 'Password', 'Multiple sign-in', and 'Authorizing applications & sites'. The 'Multiple sign-in' section has a 'Change password?' link and a 'Change recovery options?' link. Below this is a 'Change password?' button with 'Off' selected, and an 'Edit' button with a red box around it. The 'Authorizing applications & sites' section has an 'Edit' button with a red box around it. Further down are sections for 'Email addresses and usernames' (showing 'mohitaj.ikm@gmail.com (Primary email)') and 'Services' (with 'Delete profile and social features' and 'Delete account' options). At the bottom, there is a link to 'Looking for older account options? Visit the previous version of the Google accounts screen'.

Screen shot of Google+ settings

(a) Account Overview:

This section Security and services. In the Security sub-domain, one can

change password and recovery options here. You can even edit the multiple sign-in option which is very useful. Turning on this setting will let you sign-in through multiple email ids into Google+ or Gmail in the same browser; to change this setting just click on Edit. The primary email id can also be changed.

In Services sub-domain, Google+ gives you options to delete Google+ Profile or your entire Google profile. If you click on this option, you'll be given 2 options:

(i) To delete Google+ Profile:

It deletes your complete Google+ profile only. All your circles, posts, sparks, streams and photos will be deleted. But, it will attempt to save the data in all the other services.

(ii) To delete entire Google profile:

This option deletes your existence on Google services. No profile in any other service will exist after you select this option and click OK.

If you don't want to select any option, then just click Cancel which will get back to the Account Overview settings.

(b) Profile and Privacy:

This provides complete settings about your profile privacy and sharing information. It has 4 sub-domains:

(i) Google Profiles:

In this section, the link to your profile which will be visible for people on search engines is given. There is an option to edit visibility on profile. By clicking on this, you can go and change the visibility options of parts of profile which you set when you filled your profile.

(ii) Sharing:

In this sub-domain, you have options:

- ▶ **To Manage Circles:** By clicking on it, you'll be redirected to the 'Circle editor' where you can change Circle options.
- ▶ **To Edit Network Visibility:** By clicking on it, you'll be redirected to the Edit profile page where you can edit to control which people to appear on your profile. You can choose who to share this information with and also select or deselect the option of showing who have you in their circles.
- ▶ **To view Incoming Posts:** This will redirect you to a window, where you can see your "Incoming messages". If any of your friends' friends shared something with extended circles, you get an incoming message from that person. If both of you add into each other's circles, then you'll be able to see his posts in your 'Stream'

Apart from these options there is some text that Google provided regarding Circles and posts.

(iii) Google+:

This gives you options to Edit Photo settings and edit interests which redirect you to the Google+ setting in Settings.

(iv) Google Privacy:

One option lets you sign into the central Dash-board of Google where you can see all your accounts on Google's services and their information. The other option takes you to the Privacy center of Google.

(c) Google+:

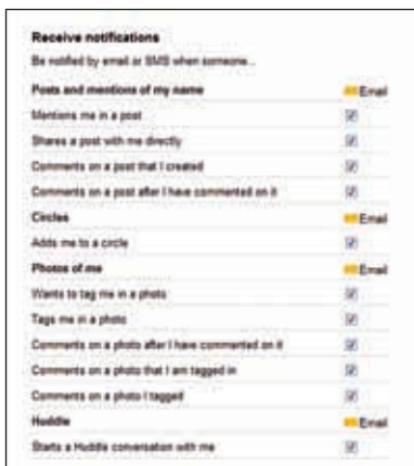
This has the main settings of Google+. You can add a phone number for receiving notifications. This gives you a long list of Check boxes which you can select or deselect. These are the settings which determine when you receive notifications on your e-mail or phone. You can read each action carefully and decide which of them will be necessary and which of them will be disturbing your privacy.

An option is provided to you whether or not to show '+1' on other non-Google sites. Default option is 'On'. You can click on 'Edit' and turn this option 'Off'. BY turning off this option, you won't be able to see '+1s' from now on any other non-Google sites.

There's another check box provided at the bottom of the page to decide whether or not to show photo geo-location information in newly uploaded albums and photos. You can even choose people whose tags of you are automatically approved to link to your Profile

(d) Language:

This setting let's you choose your Language order of preference by clicking on "Add other Languages". Google can be viewed in 52 languages which are listed in drop-down menu. These preferences will apply to all Google services.

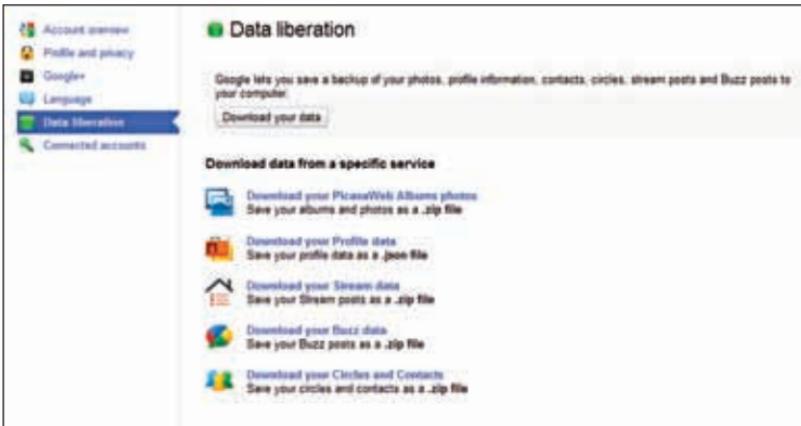


List of notification settings

(e) Data Liberation:

This allows you to save a back-up of your complete profile, as in, photos, profile information, contacts, circles, stream posts and Buzz posts to your computer. You can do this by clicking on the “Download Data” link.

You can even download data from specific services. Hence you can download data of Picasa Web album photos, Profile, Stream, Buzz and Circles and Contacts separately. All of them will be saved in .zip format.



Date Liberation methods

(f) Connected Accounts:

In this, you can connect your account with other services. This is a very useful feature in Google+ as it connects all the accounts at one place – on your Google Profile.

You can select the service you want to connect from the drop down menu and then type your account name in the space provided. Before clicking on Add, consider the check box right below it. Check it if you want this link of your account to be shown publicly on your G+ profile.

Then, you'll be notified that this link is displayed on your profile page. You can remove this link by clicking on the Remove option. Click on “Profile” in the top menu and then go to the “About” tab to check where your link has been posted. To the right side of the page, you can find your link under the heading “Links”. **d**

GOOGLE+ FOR MOBILE

We've heard a lot on the emergence of mobile / handhelds as the platform of the future. Here's what Google has to offer.

All the features of Google+ that we've discussed earlier are very well presented, and well integrated improvisation of functions that have been offered by Facebook. The introduction of Google+ for mobiles is the secret weapon that Google uses to overcome Facebook. With Google+ ready to be installed now on Android phones and in iPhone (in some time), Google+ is paving its path to be the leading social networking site.

It cannot be ignored that there are approximately half a million Android phones activated each day. As of May 2011, there were over 100 million Android devices worldwide. Consider this as Google+'s potential install base.

And what's the key to social networking success? Photos. Facebook, if anything, is simply the world's largest online photo sharing service. All those status updates and Farmville sessions are just icing on the cake. But, have you ever tried uploading a group of photos to Facebook from your phone using the native app's uploader? Isn't it fun to upload pictures one-by-one to albums you have to first create and name? Oh, it's not?

On its part, Google came up with this feature:

The Instant Upload

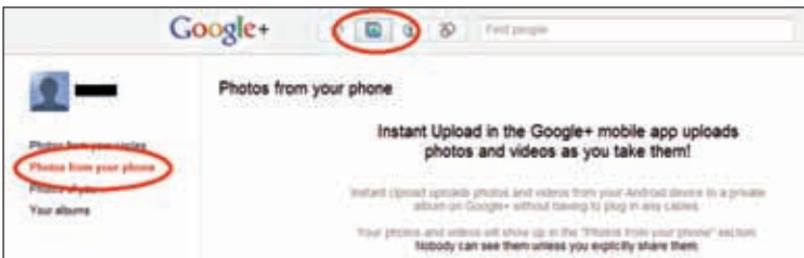
This feature on Google+ mobile has caught the attention of every Android user around the world. Now you can instantly upload photos from your mobile without going through the lengthy process of creating Albums and then uploading them one-by-one.

Clicking on the yellow button lets you capture photos from your mobile and saves those photos in a private album on Google+ profile and even tag photos. So, it's easy for you to share them later from your phone or web just by changing the visibility options.

► Enable Instant upload on your phone:

To enable Instant upload, Press Menu on your Android phone. Select Settings, then Instant Upload from the Google+ Home screen.

Once you've enabled Instant Upload, all photos taken with your phone will appear in the From My Phone album. These photos are only visible to you until you post them.



Viewing your instant uploaded photos

► Post Photos to the Stream:

To post the photos you just uploaded by Instant upload, select Photos in the top menu and Photos from my phone in the side menu. Select the photos you want to post and select "Post". You can add a comment or location and share settings. Then select "Post" to post the selected Photos onto your Stream.

► Instant Upload Settings:

After you've enabled Instant Upload, you'll be able to manage how and when photos and videos from your phone are uploaded to a private web album on Google+ by managing your Instant Upload settings. To access Instant Upload settings, select Menu->Settings->Instant Upload Settings from the Home screen or select Menu-> Settings in Photos.

Once you go to the Instant Upload settings, you can manage the following things from there:

(i) Instant Upload: This option enables or disables the instant upload feature. Click on it to disable this feature.

(ii) Upload existing photos: This option is used for uploading already existing photos and videos in your phone. You may want to use this option if you've specified how or when to upload your photos and videos.

(iii) Mobile uploads: With this option, you can change the type of connection is to be used when photos/videos are uploaded. You can select one of the following:

- **Only photos via mobile networks:** Select this option if you don't want to upload your videos, and you only want to upload your photos using a mobile network connection.
- **Photos & videos via mobile networks:** Upload your photos and videos only when you're using a mobile network connection.
- **Photos & videos via Wi-Fi only:** Upload your photos and videos only when you're using a Wi-Fi connection

(iv) Roaming Uploads: Enable this option if you want to allow Google+ mobile to upload your photos and videos while you are roaming on a mobile data network.

(v) Battery uploads

Enable this option if you only want to upload your photos and videos when you're charging your phone. You may want to enable this option to improve your phone's battery life.

Huddle

This is possibly the most favorite feature of many Android users who are using Google+. Huddle feature allows you to group text message. Planning outings with large groups got just so efficient and easy now! It lets you group chat amongst everyone within a particular circle. Now you need not invite people to BBQ first and then start texting them.

Now you just add people who have the mobile app and you want to talk to on Huddle and then shoot out one text that reaches them all and have a conversation that keeps everyone in the loop without sending 20 identical messages to each person.

Huddle Settings and naming

From Google+ Home screen, touch Huddle. Touch the Bubble Icon to start Huddle. Start to type the name of the person or circle you like to add. You

can add up to 50 members to each Huddle. Write your message and select “Done”. Your message is then sent to everyone instantly.

To rename it, go to Menu->Edit name. Then you can change the Huddle privacy settings. You can specify who can start a Huddle with you by choosing from the following 3 options:

- ▶ **Anyone** includes anyone using Google+.
- ▶ **Your circles** include everyone in your circles.
- ▶ **Extended circles** include people in your circles' circles.

You can choose the way in which you'll be notified about new Huddle messages

- ▶ **Huddle notifications:** Select to show notifications on the status bar when new messages are received.
- ▶ **Vibrate:** Select if you want your device to vibrate when you receive a new message.
- ▶ **Ringtone:** Set a ringtone for new messages to distinguish them from other notifications.

To Mute huddle notifications, go to Menu>Mute.

To leave from a Group Huddle, go to Menu>Leave. After you leave huddle, you'll no longer receive messages from that Huddle. You won't be able to access or view the history of the Huddle unless you are invited back.

Nearby



Typing your “Nearby” in Stream

Even though Google+ is not a mobile service exclusively, the ability to share and view location is. Using the Android app, you can share your current location and see people in your nearby vicinity who are using Google+.

On your stream, you can add your location when you share something. 

EXTRA FEATURES

Google+ has a host of innovative features that make it a handy tool to network

Notification feature

To keep you updated about everything that happens involving you on Google+, there's this feature called Notifications. When you are tagged in a photo or you have a post shared or when you are added to a circle, you receive Notifications via email, SMS and Google+ bar.

To view all the notifications at once, go to the Google+ Home page and then click Notifications on the left menu below "Incoming".

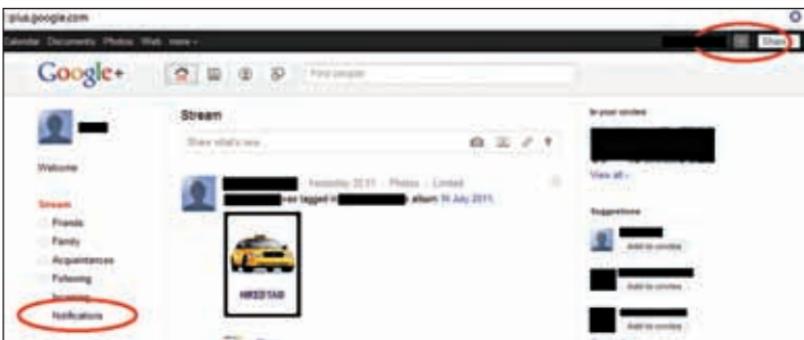
Notification settings

For changing the Notifications settings, go to Accounts Settings > Google+

Now, you can see a list of check-boxes for which you can subscribe or unsubscribe.

Notifications in the Google+ bar

Notifications are shown to the extreme right on the Google+ bar. If you have any unseen notifications, that area turns Red. Once you click on it, you'll be shown a summary of all notifications. When you click on a notification, a



Seeing your notifications

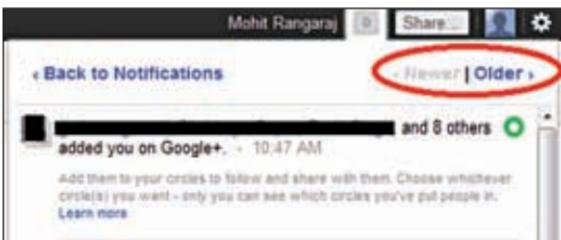
preview of the event that generated the notification appears. The best part is that you can take action on each notification straight from the Notifications menu, such as commenting on a post or adding someone to a circle.

You can switch from Newer to older notifications by clicking on the options given. Click on “View all” to view all the notifications in one page.

Keyboard shortcuts

You can toggle between newer and older notifications by using the keys “J” and “K”.

This notification bar can be observed even when you are logged into your



Switching from newer to older

Gmail or any other Google service. So, you can view your notifications from anywhere and act on them even without logging into G+ at all.

Following are the possible actions that you can perform from the notification itself, if you get notified with something:

- ▶ If you were added to a circle, then you can add that person to a circle with the help of a link in the same notification.
- ▶ If someone shared something with you or responded to your post, then

you have an option to comment on this post or mute this post to no longer be alerted of future updates from this thread.

- ▶ If someone tagged you in a photo, you can accept or reject the tag from the notification itself.
- ▶ In all the email notifications, you can block the person by clicking on “Block”.

The notification page on G+ will display notifications for all your Google+ activities. If you want to see only the notifications which you are most interested in, select among the filters in the “More” drop-down menu at the top of the page.

Certain actions of yours in Google+ generate automatic notifications for your circles too. It depends on what their respective notification settings are. If any person chooses to get a notification when you tag them, he/she will be notified. You can edit your notification settings from Account settings >Google+.

Bumping Feature

The user stream in Google+ has an interesting feature. Conversations will surface back to the top of the feed if any comments or subsequent changes are made on the thread. Hence, if maximum activity is going on in any post which is old. It would surface back to the top of your stream in Google+. This feature is known as “Bumping”. This feature exists in Google Buzz.

Post via SMS

You can share your thoughts in Google+ stream via SMS. This can be done by texting your update to 9222222222 (India). Standard message and data rates from your carrier apply here. This feature presently is available only in India.

Who can see your posts?

Posts are shared with your circles by default in Google+. But, if you want to share your posts with specific people or circles, you can use the following shortcuts on your mobile:

- ▶ **@[circle name]:** This will share your post with a specific circle. Append your post with @@[circle name]. Ex: “Hi, everyone@Work”
- ▶ **@extended:** This will share your post with everyone in your extended circles. Append post with @extended.
- ▶ **@public:** This will share your post with everyone on G+. After you share publicly, your post might appear in search results of G+. For this, append your post with @public.

- ▶ **@[email address]:** This will share your post with a specific person whose email address is mentioned. Again for this, append your post with **@[email address]**.

Secure your posts (SMS security PIN):

SMS as a technology has a lot of security loop holes. SMS spoof attacks are quiet possible where an attacker can spoof a message or send an SMS to Google as if you sent it which, while in fact you did not.

Hence, for better security, you can choose to setup an optional alpha numeric PIN to the Google+ settings page. Your PIN must contain 4-8 alpha numeric (A-Z or 0-9) characters. If you set up a PIN, include the SMS posts and commands with the PIN. For example: “A1B2C3 Hi, everyone @Work.”

Choose people to be displayed on your profile page

On the left side of your profile, people in your circles are displayed by default. In G+, you can choose which people appear on your profile and who gets to see them. So, you can choose to include members of specific circles only. Show the coolest people you know on your profile!

To change who to display people on your profile and who can see them. Click “Edit Profile” then click anywhere on your Circles’ section on the left side of the page.

Here you can select the circles of people who you’d like to appear on your profile. You can choose your sharing settings for the circles that you’ve selected and even choose to show people who have you in their circles



Choosing who will appear on your profile

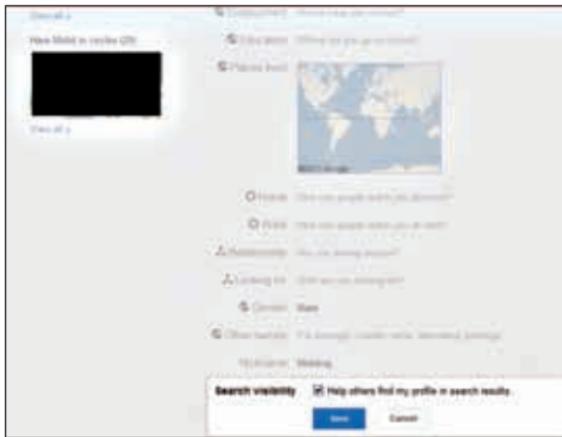
Choose whether your profile is indexed by search engines

By default, your profile will appear in Google search results. You can change your profile settings if you don't want search engines to index your profile.

To change the settings, click on "Edit Profile" and then on the "About" tab click the "Search visibility" sections.

Here, you can check or uncheck the option – "Help others find my profile in search results" to make it visible or invisible respectively to the search engines. If you choose not to allow search Engines to index your profile, it won't be indexed on search Engines. But, your profile will still remain visible to anyone who has your profile link and other pages and contents (websites, blog) that link to your profile can still appear in search results of search engines.

Selecting visibility options



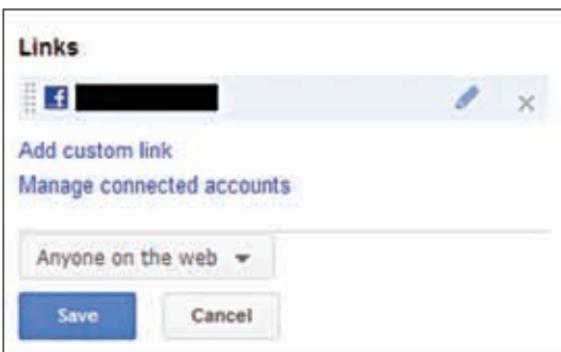
Manage your links in your profile

Searching for your name on the web can be difficult for others as there are many others who might share your name. By adding links to your Google profile, you'll make it easier for people to find you. For adding links go to "Edit Profile" and click on "Links".

To add a link, click on "Add custom Link", provide the URL and if the chosen website is exclusively about you, then you can select – "This page is specifically about me." After adding more than one link, to rearrange them, you can drag and drop each link to the position you want it to be.

Manage your non-Google +1s from G+

By '+1' feature on non-Google sites also Google can tailor ads and content to you across the Web based on your Google Profile, +1 activity and social connections. In the privacy policy, Google mentions that this information is not shared with any outside websites.



Sharing your personal website/blog link on G+

Uses of enabling '+1' on non-Google sites

By enabling +1 on non-Google sites, you can see recommendations from people that you know when you view the same content that they've +1'd. But by enabling +1, your information doesn't get shared with the site that you are viewing (unless you consented to share that information). In fact, Google acts as an intermediary between you and the outside websites displaying your information to you without sharing it with the site.

Privacy of non-Google '+1's

When you click on the +1 button, you are signaling interest in sharing or recommending specific content online, including ads. Google kind of stores your +1s to personalize the web by showing them to your social connections and social connections and others who may find it relevant.

If you have chosen to display your +1s publicly, then people who visit your Google profile can see all the items you have +1'd. But, if you have chosen to keep your +1s tab private, only you'll be able to see your +1s. To change this option go to +1s tab on your profile and select the option – "Show this tab on your profile".

Google keeps the information about your '+1's for not more than 2 weeks as it mentions in its privacy policy. Google states that when you +1 a page on Google, they send different pieces of your requests to separate servers –

which helps the +1 button load quickly. This information is used by Google to maintain and debug internal systems.

When you +1 a page or link publicly, Google receives information about your Google profile, the URL you +1, your IP address and other browser-related information. Once you undo your +1, this information will be deleted.

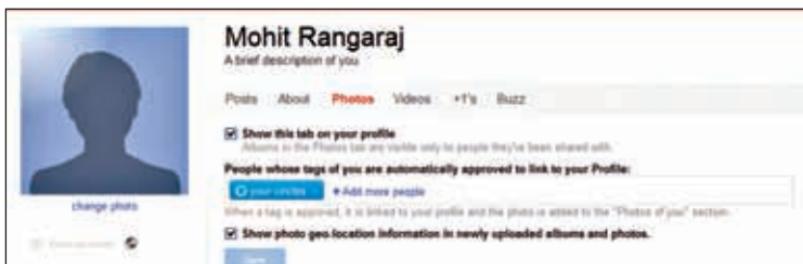
Control name tag approval

By default, tags of you by people in your circles get approved automatically. You can choose people whose tags get automatically approved. Go to Profile from the top menu, and then click on Photos tab. Then click on Edit profile

You can choose circles or people from the option – “People whose tags of you are automatically approved to link to your profile.”

Upload unlimited photos

You must have a question in mind – With the Instant upload, photos from your mobile do get automatically uploaded and shared. But how long does Google store them for you before they disappear. Well, actually they don't disappear at all; Google will store them forever (at least for as long as Google exists).



Selecting who all can tag you

That's how this photo sharing feature beats the iCloud feature Apple is about to introduce. Via iCloud's photo stream service, your mobile photos are synced to all your devices instantly: computer, mobile. “Cloud” (Apple's servers). It seems similar but in iCloud, if you don't manually move those photos into photo albums on your MAC, they'll eventually disappear. iCloud stores only 1000 images in its 'cloud'. d

GOOGLE+ TRICKS

Tricks no one would tell you.

Though Google+ is a relatively new entrant in the social networking business, with some tweaks you can significantly enhance your Google+ experience.

Integrate Facebook into Google+

After being through a complete overview of Google+, do you still prefer Facebook? Still prefer the interface and don't want to make a switch? Some of the others who shared your emotions didn't stop, but chose to create an extension to integrate Facebook into Google+.

To integrate Facebook with your Google+ profile, go to <http://crossrider.com/install/519-google-facebook>. Download the extension and install it on your computer. This will import your entire Facebook account into Google+.

Similarly you can integrate Twitter with Google+ by downloading the extension from <http://crossrider.com/install/529-google-tweet>.

Please note that this Google+ and Facebook/ Twitter extension is currently supported on Chrome and Firefox only.

Add Google+ search to Google chrome

Go to Google Chrome settings, which is to the top right of the page below the browsers' "X" button. Then, under Basic stuff, select Manage Search Engines. You'll be able to see a list of search Engines which are present by default in Google Chrome. Scroll to the end of the list, and add a new entry with the following values in the 3 columns provided. There are 3 columns to be filled which depends on whether you want:

i) To search in Posts:

Column1: Google+ posts

Column2: Post

Column3: {google:baseURL}search?q=site:plus.google.cominurl:posts/* %s

ii) To search in profiles:

Column1: Google+ profiles

Column2: profile

Column3: {google:baseURL}search?q=%s&tbs=prfl:e

Img_g+ search profile : Seeing a profile on Google search

Create a “Draft” circle for unfinished posts

Unlike Facebook, G+ allows you to write really long posts. If you are writing a post and don't have time to finish it, then create an empty “Drafts” circle and share the post only there or share it to yourself only. Later, you can go and complete your post and share it with other circles.

Tag your friends in posts

You can tag friends in a post in Google+, just type “@” or “+” and start typing his/her name. This will create a link to that person's profile which will send a notification to them that they were tagged.

Import your Facebook contacts to G+

Facebook is quiet annoyed with Google+. It has blocked all browser extensions and apps that import your contacts to Google+. But, there's a way around that if you have a Yahoo e-mail account. Yahoo lets you import your Facebook contacts and then all these contacts can be imported into G+ by using Gmail to import all your Yahoo credentials and pull in our contacts from there. Then, the Gmail will automatically show up in G+ too. It's a little tedious but isn't it the only option until Google and Facebook behave nice towards each other!

Add '+1' button to your Word-press blog:

‘+1’ is a good feature that website owners would like to have on their sites as your +1s will be shown on the actual Google search and the priority of the pages being shown on Google might depend on the number of +1s in near future. SO, having it on your Word-press shouldn’t be a bad idea.

To have it on your word-press blog follow these steps:

- ▶ Get the button code from Google +1 for Webmasters - <http://www.google.com/webmasters/+1/button/index.html>.
- ▶ Log into Word-Press, and click Appearance > Widgets.
- ▶ Drag a new Text widget to your sidebar of choice.
- ▶ Copy and paste the full button code into the large text box as shown.
 - <!-- Place this tag in your head or just before your close body tag -->
 - <script type="text/javascript" src="http://apis.google.com/js/plusone.js"></script>
 - <!-- Place this tag where you want the +1 button to render -->
 - <g:plusone></g:plusone>
- ▶ Enter a title, such as “Recommend This Page” (optional)
- ▶ Click Save. 

Control Panel > System and Security > System

thinkdigit.com/review.php

EENIE MEENIE
MYNIE MO

NEWS AND REVIEWS

Comprehensive news, unbiased reviews and ratings to help you make the right purchase



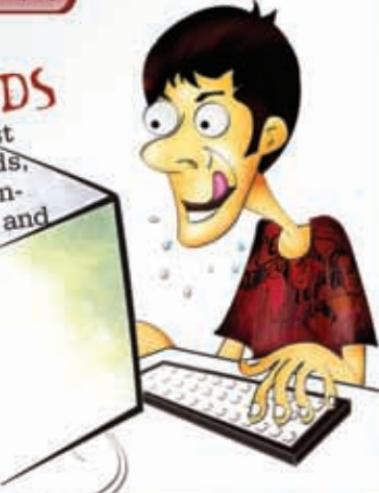
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Control Panel > System and Security > System

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An active community for those of you who love mobiles, laptops, cameras and other gadgets. Learn and share more on technology.

<http://www.facebook.com/Gladtobeaprogrammer>



If you enjoy writing code, this community is for you. Be a part and find your way through development.

<http://www.facebook.com/ithinkgreen>



Make a difference to your world and your planet. Join our community and show that you care.